



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

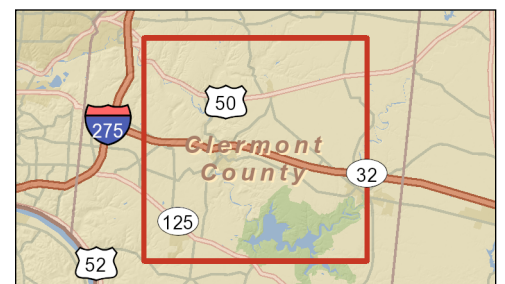
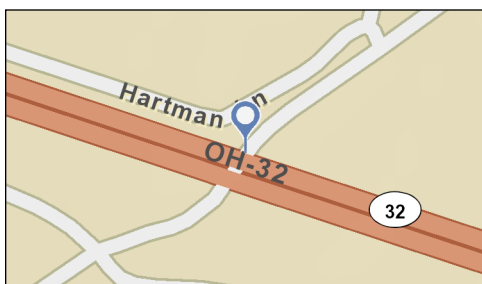
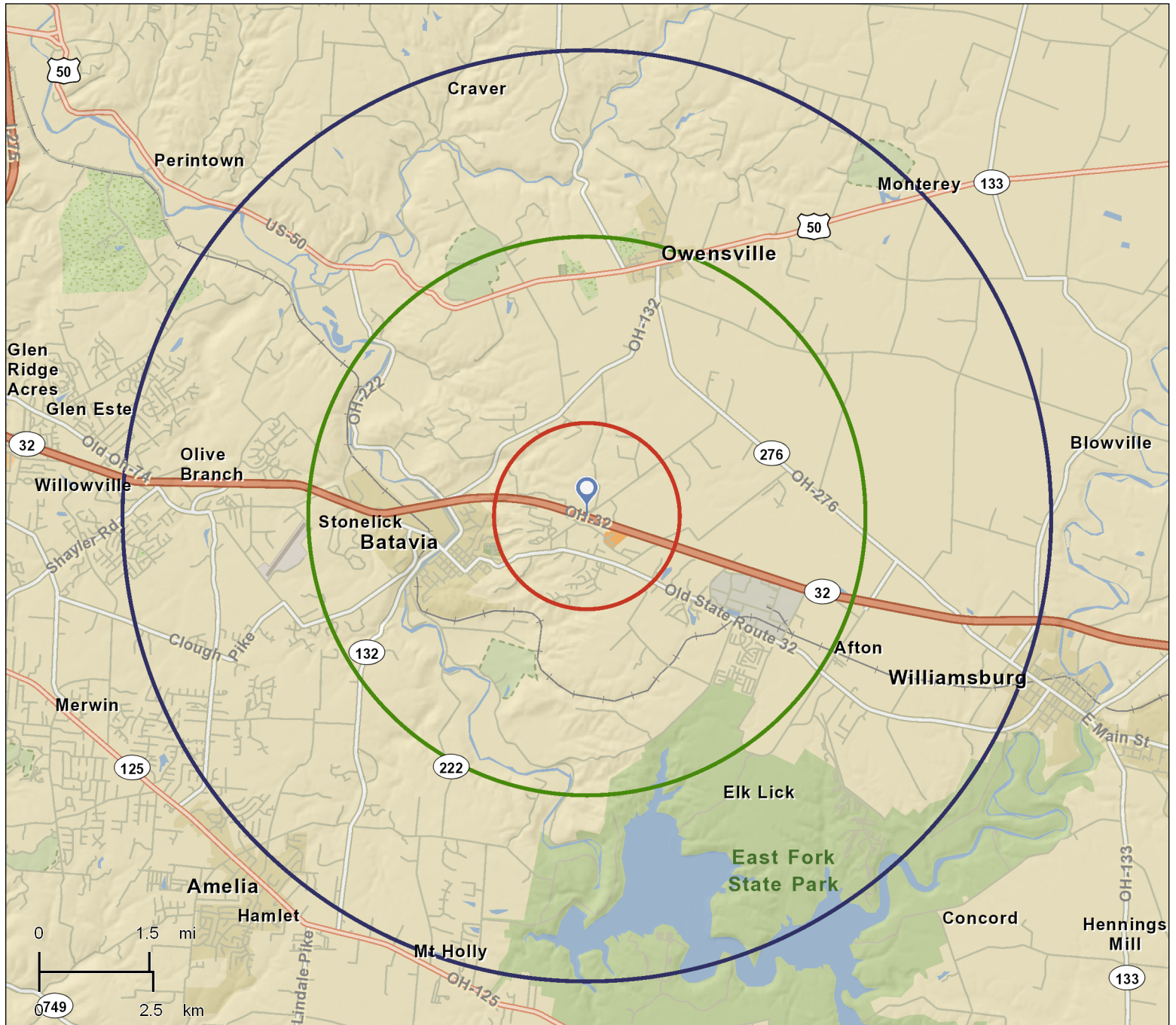
Site Map

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501



April 19, 2013

Made with Esri Business Analyst



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ECONOMIC DEVELOPMENT

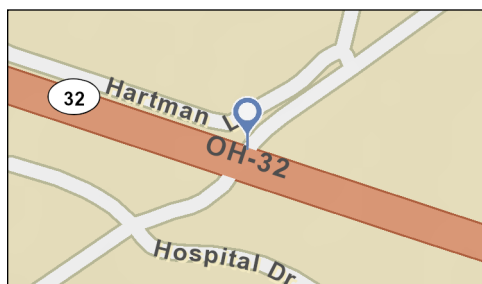
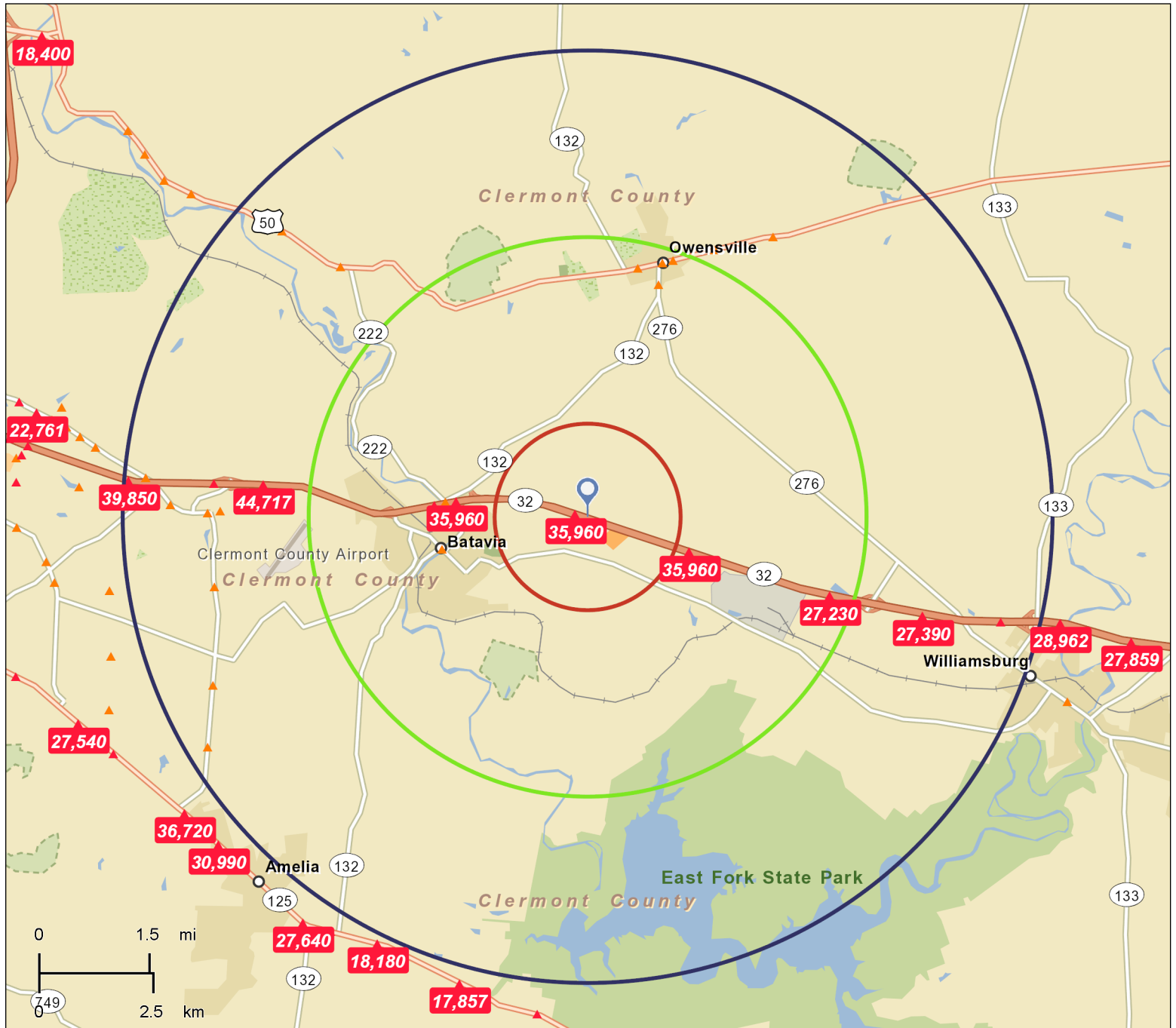
Traffic Count Map

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

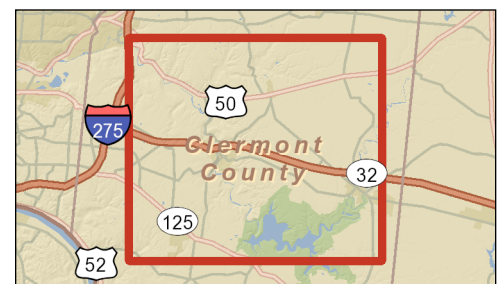
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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

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Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	662	8,244	23,581
2010 Total Population	895	10,087	29,848
2012 Total Population	956	10,412	30,258
2012 Group Quarters	79	450	732
2017 Total Population	1,058	10,977	31,113
2012-2017 Annual Rate	2.05%	1.06%	0.56%
Household Summary			
2000 Households	181	2,892	8,471
2000 Average Household Size	3.18	2.71	2.70
2010 Households	274	3,590	10,943
2010 Average Household Size	2.98	2.68	2.66
2012 Households	294	3,698	11,082
2012 Average Household Size	2.98	2.69	2.66
2017 Households	331	3,945	11,540
2017 Average Household Size	2.96	2.67	2.63
2012-2017 Annual Rate	2.43%	1.30%	0.81%
2010 Families	211	2,612	7,862
2010 Average Family Size	3.39	3.13	3.11
2012 Families	226	2,686	7,939
2012 Average Family Size	3.39	3.13	3.11
2017 Families	253	2,841	8,184
2017 Average Family Size	3.37	3.12	3.09
2012-2017 Annual Rate	2.24%	1.13%	0.61%
Housing Unit Summary			
2000 Housing Units	197	3,078	8,954
Owner Occupied Housing Units	78.7%	66.5%	64.0%
Renter Occupied Housing Units	13.2%	27.4%	30.6%
Vacant Housing Units	8.1%	6.0%	5.4%
2010 Housing Units	305	3,869	11,771
Owner Occupied Housing Units	76.7%	65.0%	64.4%
Renter Occupied Housing Units	13.1%	27.8%	28.5%
Vacant Housing Units	10.2%	7.2%	7.0%
2012 Housing Units	320	3,942	11,901
Owner Occupied Housing Units	77.5%	64.9%	63.5%
Renter Occupied Housing Units	14.4%	28.9%	29.6%
Vacant Housing Units	8.1%	6.2%	6.9%
2017 Housing Units	353	4,140	12,283
Owner Occupied Housing Units	79.6%	67.3%	65.1%
Renter Occupied Housing Units	14.2%	27.9%	28.8%
Vacant Housing Units	6.2%	4.7%	6.0%
Median Household Income			
2012	\$59,635	\$48,244	\$50,890
2017	\$65,369	\$55,579	\$57,028
Median Home Value			
2012	\$163,908	\$151,381	\$154,520
2017	\$179,103	\$169,468	\$171,296
Per Capita Income			
2012	\$30,717	\$23,751	\$24,180
2017	\$34,805	\$27,064	\$27,276
Median Age			
2010	39.2	35.6	35.4
2012	39.6	35.9	35.7
2017	40.1	36.6	36.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2012 Households by Income			
Household Income Base	294	3,698	11,082
<\$15,000	5.4%	14.4%	12.5%
\$15,000 - \$24,999	8.8%	12.6%	11.4%
\$25,000 - \$34,999	8.5%	9.9%	9.3%
\$35,000 - \$49,999	14.3%	14.4%	15.5%
\$50,000 - \$74,999	25.9%	21.4%	22.6%
\$75,000 - \$99,999	14.6%	10.1%	12.2%
\$100,000 - \$149,999	9.9%	11.5%	10.6%
\$150,000 - \$199,999	5.4%	3.2%	3.6%
\$200,000+	7.1%	2.5%	2.3%
Average Household Income	\$82,282	\$62,333	\$63,729
2017 Households by Income			
Household Income Base	331	3,945	11,540
<\$15,000	4.8%	13.1%	11.4%
\$15,000 - \$24,999	6.0%	9.1%	8.4%
\$25,000 - \$34,999	5.7%	7.1%	7.0%
\$35,000 - \$49,999	11.8%	12.3%	12.8%
\$50,000 - \$74,999	30.2%	26.2%	26.8%
\$75,000 - \$99,999	17.8%	12.7%	15.2%
\$100,000 - \$149,999	10.9%	13.0%	11.8%
\$150,000 - \$199,999	5.7%	3.8%	4.2%
\$200,000+	7.3%	2.7%	2.5%
Average Household Income	\$92,534	\$70,443	\$71,281
2012 Owner Occupied Housing Units by Value			
Total	248	2,559	7,562
<\$50,000	2.4%	3.8%	2.9%
\$50,000 - \$99,999	11.7%	15.4%	14.7%
\$100,000 - \$149,999	29.0%	30.2%	30.1%
\$150,000 - \$199,999	24.2%	25.1%	25.8%
\$200,000 - \$249,999	13.7%	10.9%	13.2%
\$250,000 - \$299,999	8.5%	6.5%	6.1%
\$300,000 - \$399,999	7.3%	5.3%	4.6%
\$400,000 - \$499,999	2.0%	1.6%	1.4%
\$500,000 - \$749,999	0.4%	1.2%	1.0%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$182,744	\$170,902	\$171,366
2017 Owner Occupied Housing Units by Value			
Total	281	2,788	8,002
<\$50,000	1.1%	1.6%	1.2%
\$50,000 - \$99,999	6.8%	9.5%	8.9%
\$100,000 - \$149,999	24.2%	26.2%	25.9%
\$150,000 - \$199,999	31.0%	32.5%	32.7%
\$200,000 - \$249,999	18.1%	14.7%	17.2%
\$250,000 - \$299,999	8.9%	6.9%	6.5%
\$300,000 - \$399,999	7.1%	5.5%	4.8%
\$400,000 - \$499,999	2.1%	1.6%	1.4%
\$500,000 - \$749,999	0.4%	1.4%	1.1%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$194,791	\$185,510	\$185,288

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	894	10,086	29,849
0 - 4	5.7%	7.6%	8.1%
5 - 9	6.4%	7.5%	7.7%
10 - 14	6.7%	7.4%	6.9%
15 - 24	12.3%	13.9%	13.0%
25 - 34	13.3%	12.9%	13.8%
35 - 44	14.0%	13.2%	13.6%
45 - 54	15.7%	15.4%	15.1%
55 - 64	13.9%	11.6%	11.4%
65 - 74	6.7%	6.1%	6.2%
75 - 84	4.1%	3.5%	3.2%
85 +	1.2%	1.0%	1.1%
18 +	77.2%	73.1%	73.5%
2012 Population by Age			
Total	955	10,413	30,256
0 - 4	5.8%	7.5%	8.0%
5 - 9	6.4%	7.5%	7.6%
10 - 14	6.6%	7.3%	6.8%
15 - 24	12.0%	13.6%	12.8%
25 - 34	13.4%	13.1%	13.9%
35 - 44	13.5%	12.9%	13.2%
45 - 54	15.3%	14.9%	14.7%
55 - 64	14.6%	12.2%	11.9%
65 - 74	7.1%	6.6%	6.6%
75 - 84	4.2%	3.5%	3.2%
85 +	1.2%	1.0%	1.2%
18 +	77.5%	73.6%	73.9%
2017 Population by Age			
Total	1,058	10,975	31,114
0 - 4	5.8%	7.4%	8.0%
5 - 9	6.3%	7.4%	7.5%
10 - 14	6.6%	7.3%	6.8%
15 - 24	11.3%	12.7%	12.0%
25 - 34	13.2%	13.2%	14.0%
35 - 44	13.0%	12.5%	12.9%
45 - 54	14.2%	13.9%	13.7%
55 - 64	15.4%	12.9%	12.6%
65 - 74	8.5%	7.9%	8.0%
75 - 84	4.3%	3.7%	3.4%
85 +	1.2%	1.1%	1.2%
18 +	77.5%	73.8%	74.2%
2010 Population by Sex			
Males	453	4,926	14,609
Females	442	5,161	15,239
2012 Population by Sex			
Males	484	5,100	14,852
Females	472	5,312	15,406
2017 Population by Sex			
Males	535	5,389	15,297
Females	523	5,588	15,815

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	895	10,087	29,849
White Alone	96.0%	95.7%	95.5%
Black Alone	1.3%	1.6%	1.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.2%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.1%	1.6%	1.7%
Hispanic Origin	0.9%	1.2%	1.3%
Diversity Index	9.5	10.6	11.2
2012 Population by Race/Ethnicity			
Total	957	10,412	30,258
White Alone	95.3%	95.0%	94.8%
Black Alone	2.0%	2.2%	1.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.3%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.3%
Two or More Races	1.1%	1.6%	1.7%
Hispanic Origin	1.0%	1.4%	1.5%
Diversity Index	10.8	12.3	12.8
2017 Population by Race/Ethnicity			
Total	1,058	10,977	31,112
White Alone	93.5%	93.0%	93.0%
Black Alone	3.5%	3.8%	3.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.5%	0.8%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	1.1%	1.7%	1.8%
Hispanic Origin	1.5%	2.0%	2.1%
Diversity Index	15.1	16.6	17.0
2010 Population by Relationship and Household Type			
Total	895	10,087	29,848
In Households	91.2%	95.5%	97.5%
In Family Households	81.5%	83.7%	84.5%
Householder	26.4%	26.3%	26.7%
Spouse	21.8%	18.7%	19.8%
Child	29.8%	33.8%	33.1%
Other relative	1.9%	2.2%	2.3%
Nonrelative	1.6%	2.7%	2.5%
In Nonfamily Households	9.7%	11.8%	13.0%
In Group Quarters	8.8%	4.5%	2.5%
Institutionalized Population	8.8%	3.0%	1.7%
Noninstitutionalized Population	0.0%	1.5%	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	273	3,591	10,943
Households with 1 Person	18.7%	22.9%	22.7%
Households with 2+ People	81.3%	77.1%	77.3%
Family Households	77.3%	72.7%	71.8%
Husband-wife Families	63.7%	51.5%	53.3%
With Related Children	26.4%	23.0%	24.3%
Other Family (No Spouse Present)	13.9%	21.2%	18.5%
Other Family with Male Householder	4.0%	5.1%	5.0%
With Related Children	2.9%	3.5%	3.4%
Other Family with Female Householder	9.9%	16.1%	13.6%
With Related Children	6.6%	12.0%	9.7%
Nonfamily Households	4.0%	4.3%	5.4%
All Households with Children	36.5%	39.2%	38.1%
Multigenerational Households	3.3%	3.5%	3.5%
Unmarried Partner Households	5.5%	7.8%	7.7%
Male-female	5.1%	7.4%	7.2%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	274	3,591	10,943
1 Person Household	18.6%	22.9%	22.7%
2 Person Household	37.2%	32.7%	33.7%
3 Person Household	17.2%	17.4%	17.9%
4 Person Household	16.4%	15.9%	15.5%
5 Person Household	6.9%	7.2%	6.7%
6 Person Household	2.6%	2.8%	2.5%
7 + Person Household	1.1%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	274	3,590	10,943
Owner Occupied	85.4%	70.0%	69.3%
Owned with a Mortgage/Loan	67.5%	50.9%	54.1%
Owned Free and Clear	17.5%	19.1%	15.2%
Renter Occupied	14.6%	30.0%	30.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

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Summary	Census 2010	2012	2017				
Population	895	956	1,058				
Households	274	294	331				
Families	211	226	253				
Average Household Size	2.98	2.98	2.96				
Owner Occupied Housing Units	234	248	281				
Renter Occupied Housing Units	40	46	50				
Median Age	39.2	39.6	40.1				
Trends: 2012 - 2017 Annual Rate	Area	State	National				
Population	2.05%	0.14%	0.68%				
Households	2.40%	0.28%	0.74%				
Families	2.28%	0.07%	0.72%				
Owner HHs	2.53%	0.48%	0.91%				
Median Household Income	1.85%	3.19%	2.55%				
Households by Income	2012		2017				
	Number	Percent	Number	Percent			
	<\$15,000	16	5.4%	16	4.8%		
	\$15,000 - \$24,999	26	8.8%	20	6.0%		
	\$25,000 - \$34,999	25	8.5%	19	5.7%		
	\$35,000 - \$49,999	42	14.3%	39	11.8%		
	\$50,000 - \$74,999	76	25.9%	100	30.2%		
	\$75,000 - \$99,999	43	14.6%	59	17.8%		
	\$100,000 - \$149,999	29	9.9%	36	10.9%		
	\$150,000 - \$199,999	16	5.4%	19	5.7%		
\$200,000+	21	7.1%	24	7.3%			
Median Household Income	\$59,635		\$65,369				
Average Household Income	\$82,282		\$92,534				
Per Capita Income	\$30,717		\$34,805				
Population by Age	Census 2010		2012		2017		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	51	5.7%	55	5.8%	61	5.8%
	5 - 9	57	6.4%	61	6.4%	67	6.3%
	10 - 14	60	6.7%	63	6.6%	70	6.6%
	15 - 19	61	6.8%	62	6.5%	66	6.2%
	20 - 24	49	5.5%	53	5.5%	54	5.1%
	25 - 34	119	13.3%	128	13.4%	140	13.2%
	35 - 44	125	14.0%	129	13.5%	138	13.0%
	45 - 54	140	15.7%	146	15.3%	150	14.2%
	55 - 64	124	13.9%	139	14.6%	163	15.4%
	65 - 74	60	6.7%	68	7.1%	90	8.5%
	75 - 84	37	4.1%	40	4.2%	46	4.3%
	85+	11	1.2%	11	1.2%	13	1.2%
	Race and Ethnicity	Census 2010		2012		2017	
Number		Percent	Number	Percent	Number	Percent	
White Alone		859	96.0%	912	95.3%	989	93.5%
Black Alone		12	1.3%	19	2.0%	37	3.5%
American Indian Alone		2	0.2%	2	0.2%	2	0.2%
Asian Alone		11	1.2%	12	1.3%	16	1.5%
Pacific Islander Alone		0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone		1	0.1%	1	0.1%	2	0.2%
Two or More Races		10	1.1%	11	1.1%	12	1.1%
Hispanic Origin (Any Race)		8	0.9%	10	1.0%	16	1.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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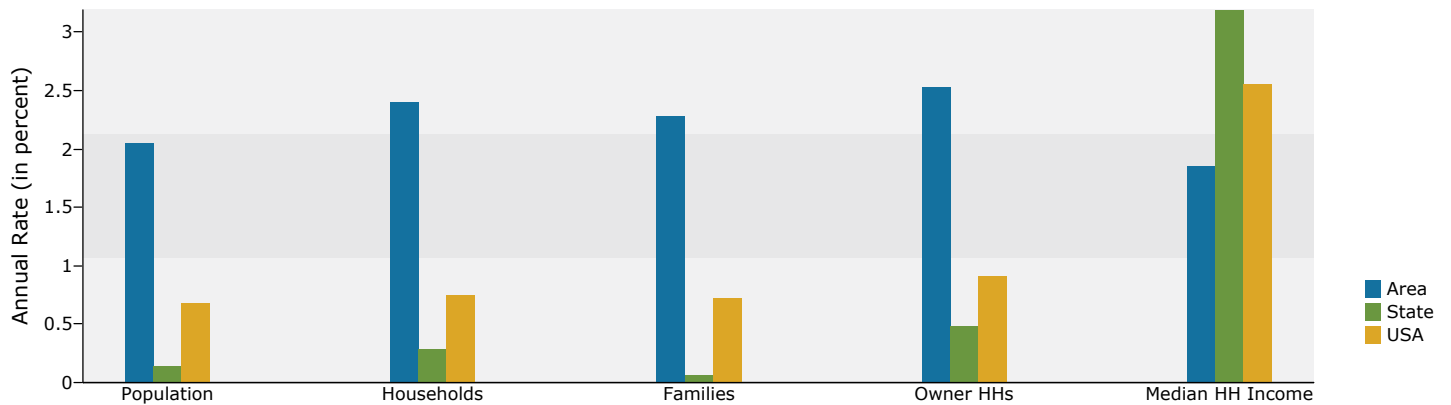


Demographic and Income Profile

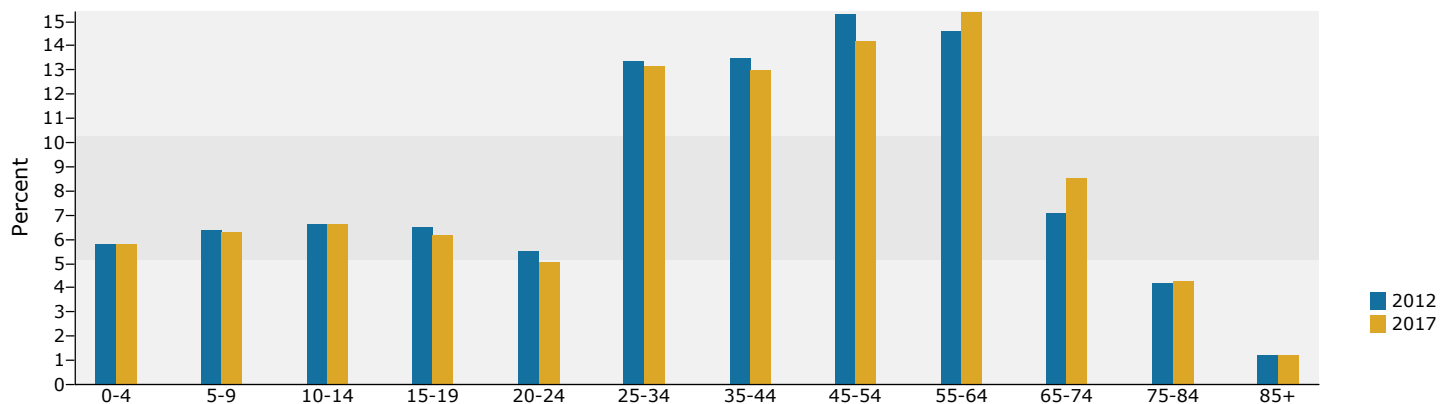
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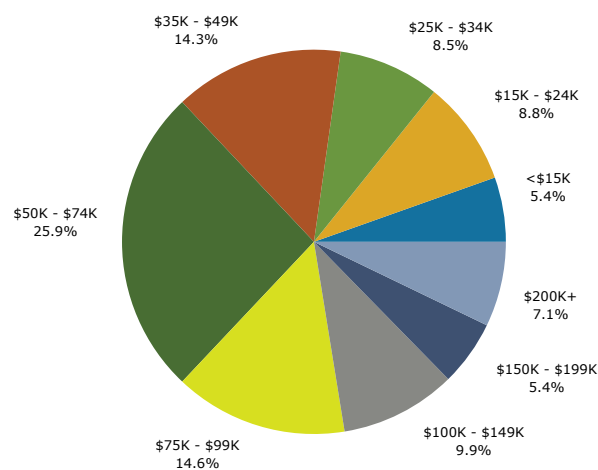
Trends 2012-2017



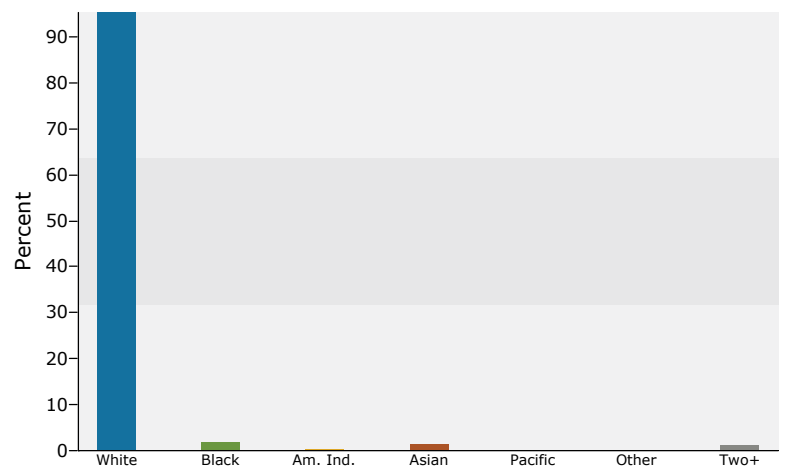
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Latitude: 39.08345

Longitude: -84.1501

Summary	Census 2010	2012	2017				
Population	10,087	10,412	10,977				
Households	3,590	3,698	3,945				
Families	2,612	2,686	2,841				
Average Household Size	2.68	2.69	2.67				
Owner Occupied Housing Units	2,513	2,559	2,788				
Renter Occupied Housing Units	1,077	1,138	1,157				
Median Age	35.6	35.9	36.6				
Trends: 2012 - 2017 Annual Rate	Area	State	National				
Population	1.06%	0.14%	0.68%				
Households	1.30%	0.28%	0.74%				
Families	1.13%	0.07%	0.72%				
Owner HHs	1.73%	0.48%	0.91%				
Median Household Income	2.87%	3.19%	2.55%				
Households by Income	2012		2017				
	Number	Percent	Number	Percent			
	<\$15,000	532	14.4%	516	13.1%		
	\$15,000 - \$24,999	466	12.6%	359	9.1%		
	\$25,000 - \$34,999	365	9.9%	280	7.1%		
	\$35,000 - \$49,999	534	14.4%	485	12.3%		
	\$50,000 - \$74,999	792	21.4%	1,035	26.2%		
	\$75,000 - \$99,999	372	10.1%	502	12.7%		
	\$100,000 - \$149,999	425	11.5%	511	13.0%		
	\$150,000 - \$199,999	120	3.2%	149	3.8%		
\$200,000+	93	2.5%	107	2.7%			
Median Household Income	\$48,244		\$55,579				
Average Household Income	\$62,333		\$70,443				
Per Capita Income	\$23,751		\$27,064				
Population by Age	Census 2010		2012		2017		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	765	7.6%	780	7.5%	816	7.4%
	5 - 9	758	7.5%	777	7.5%	813	7.4%
	10 - 14	749	7.4%	760	7.3%	806	7.3%
	15 - 19	730	7.2%	717	6.9%	719	6.6%
	20 - 24	667	6.6%	695	6.7%	671	6.1%
	25 - 34	1,304	12.9%	1,365	13.1%	1,444	13.2%
	35 - 44	1,328	13.2%	1,339	12.9%	1,376	12.5%
	45 - 54	1,549	15.4%	1,556	14.9%	1,526	13.9%
	55 - 64	1,168	11.6%	1,272	12.2%	1,417	12.9%
	65 - 74	620	6.1%	683	6.6%	866	7.9%
	75 - 84	349	3.5%	360	3.5%	401	3.7%
	85+	102	1.0%	109	1.0%	120	1.1%
Race and Ethnicity	Census 2010		2012		2017		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	9,652	95.7%	9,890	95.0%	10,213	93.0%
	Black Alone	160	1.6%	228	2.2%	416	3.8%
	American Indian Alone	30	0.3%	31	0.3%	34	0.3%
	Asian Alone	62	0.6%	70	0.7%	89	0.8%
	Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
	Some Other Race Alone	19	0.2%	23	0.2%	34	0.3%
	Two or More Races	163	1.6%	169	1.6%	190	1.7%
	Hispanic Origin (Any Race)	123	1.2%	149	1.4%	218	2.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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Demographic and Income Profile

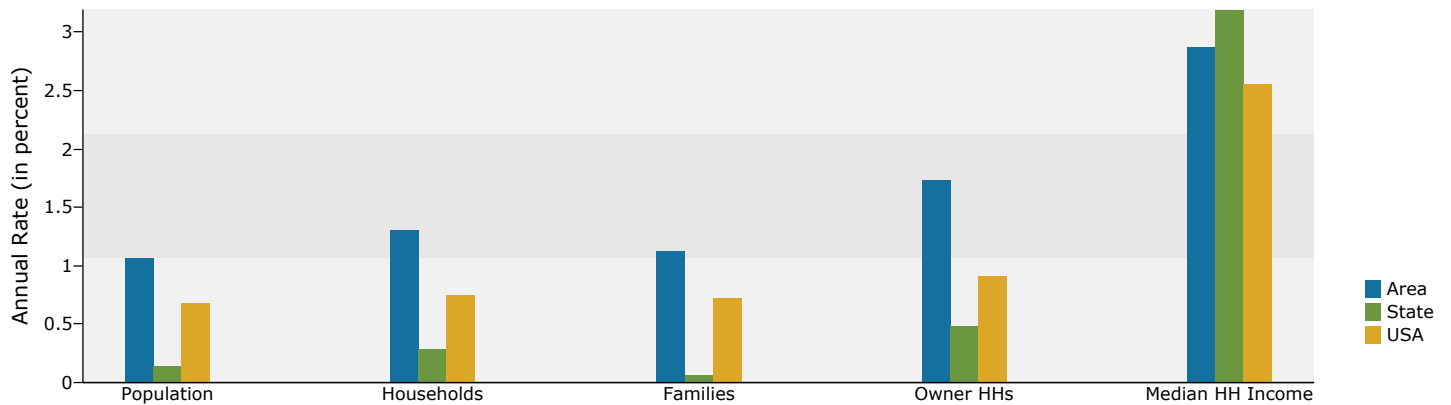
SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

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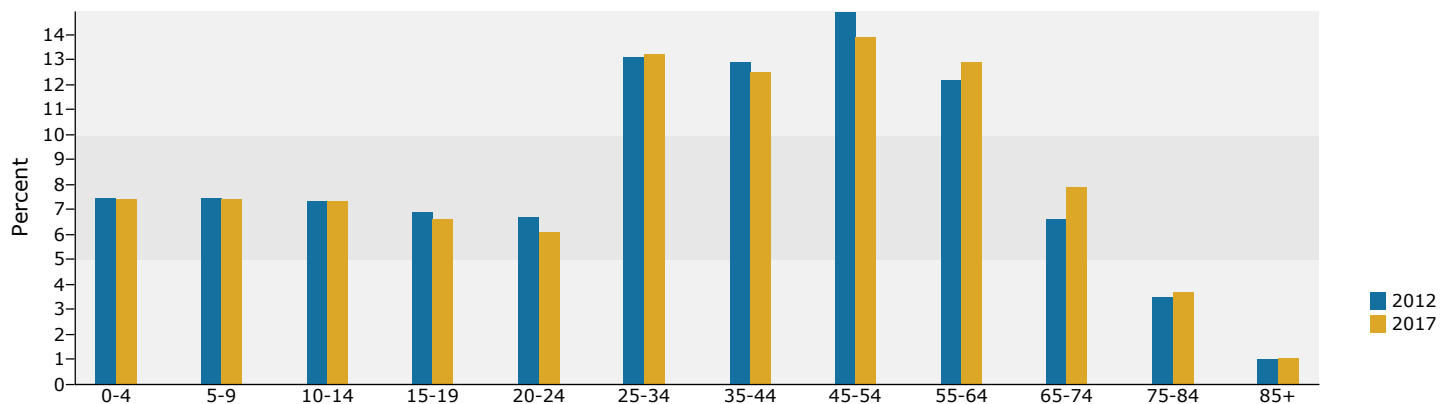
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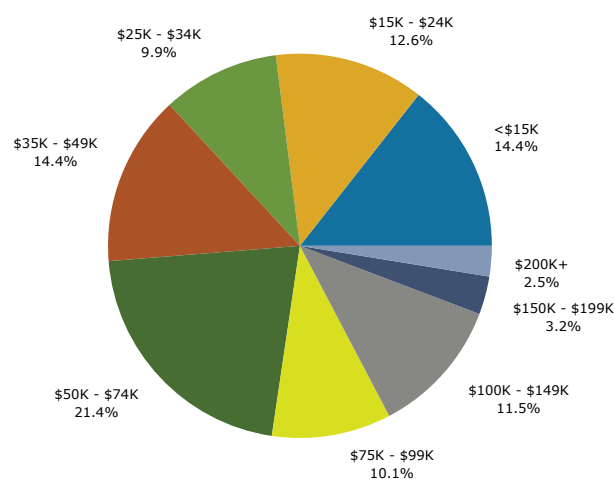
Trends 2012-2017



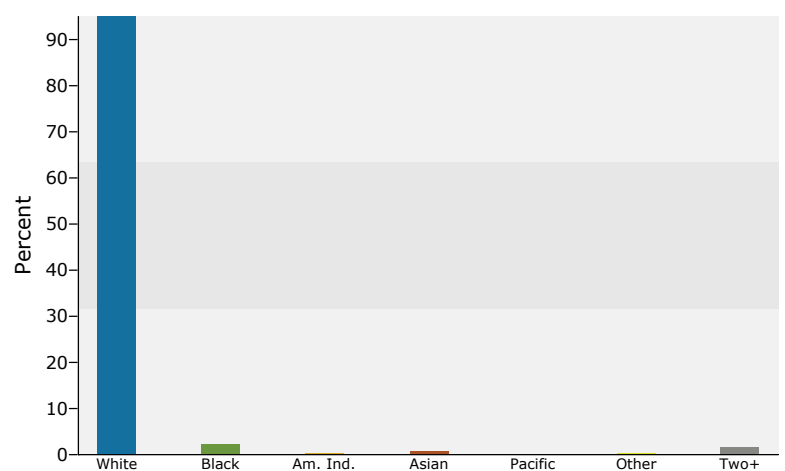
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Demographic and Income Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Summary	Census 2010		2012		2017	
Population	29,848		30,258		31,113	
Households	10,943		11,082		11,540	
Families	7,862		7,939		8,184	
Average Household Size	2.66		2.66		2.63	
Owner Occupied Housing Units	7,586		7,562		8,002	
Renter Occupied Housing Units	3,357		3,519		3,538	
Median Age	35.4		35.7		36.3	
Trends: 2012 - 2017 Annual Rate	Area		State		National	
Population	0.56%		0.14%		0.68%	
Households	0.81%		0.28%		0.74%	
Families	0.61%		0.07%		0.72%	
Owner HHs	1.14%		0.48%		0.91%	
Median Household Income	2.30%		3.19%		2.55%	
Households by Income	2012		2017			
	Number	Percent	Number	Percent		
<\$15,000	1,385	12.5%	1,316	11.4%		
\$15,000 - \$24,999	1,261	11.4%	968	8.4%		
\$25,000 - \$34,999	1,030	9.3%	804	7.0%		
\$35,000 - \$49,999	1,723	15.5%	1,476	12.8%		
\$50,000 - \$74,999	2,499	22.6%	3,089	26.8%		
\$75,000 - \$99,999	1,354	12.2%	1,753	15.2%		
\$100,000 - \$149,999	1,173	10.6%	1,362	11.8%		
\$150,000 - \$199,999	404	3.6%	485	4.2%		
\$200,000+	252	2.3%	286	2.5%		
Median Household Income	\$50,890		\$57,028			
Average Household Income	\$63,729		\$71,281			
Per Capita Income	\$24,180		\$27,276			
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,415	8.1%	2,429	8.0%	2,481	8.0%
5 - 9	2,290	7.7%	2,300	7.6%	2,340	7.5%
10 - 14	2,067	6.9%	2,055	6.8%	2,120	6.8%
15 - 19	1,912	6.4%	1,847	6.1%	1,810	5.8%
20 - 24	1,969	6.6%	2,026	6.7%	1,918	6.2%
25 - 34	4,108	13.8%	4,217	13.9%	4,343	14.0%
35 - 44	4,048	13.6%	3,989	13.2%	4,003	12.9%
45 - 54	4,513	15.1%	4,453	14.7%	4,258	13.7%
55 - 64	3,393	11.4%	3,613	11.9%	3,910	12.6%
65 - 74	1,845	6.2%	2,000	6.6%	2,480	8.0%
75 - 84	958	3.2%	977	3.2%	1,066	3.4%
85+	329	1.1%	350	1.2%	385	1.2%
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	28,492	95.5%	28,685	94.8%	28,933	93.0%
Black Alone	418	1.4%	587	1.9%	1,050	3.4%
American Indian Alone	81	0.3%	85	0.3%	95	0.3%
Asian Alone	269	0.9%	289	1.0%	344	1.1%
Pacific Islander Alone	5	0.0%	6	0.0%	7	0.0%
Some Other Race Alone	77	0.3%	89	0.3%	120	0.4%
Two or More Races	507	1.7%	517	1.7%	563	1.8%
Hispanic Origin (Any Race)	391	1.3%	467	1.5%	661	2.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Demographic and Income Profile

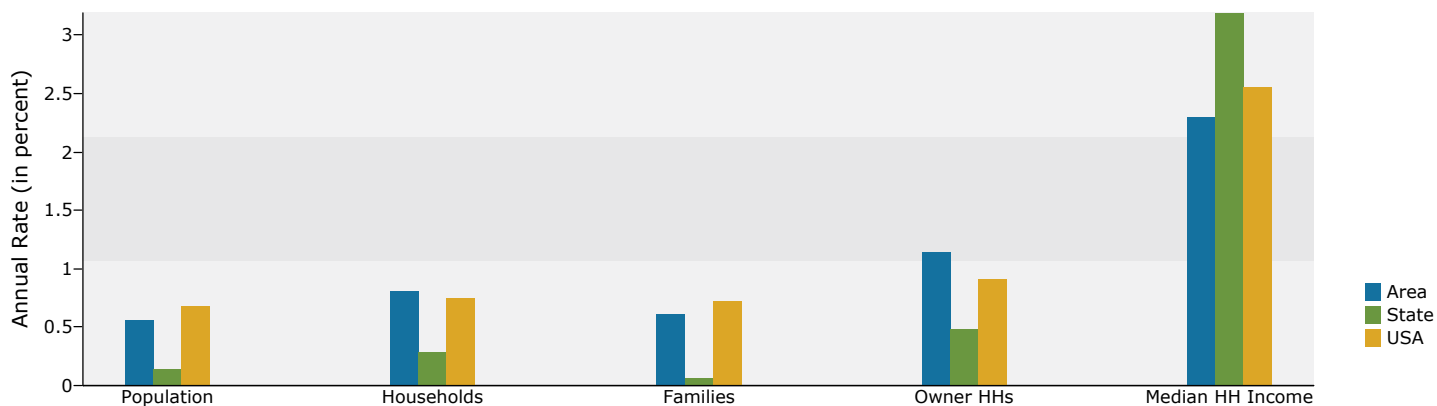
SR 32/Bauer Rd
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Ring: 5 mile radius

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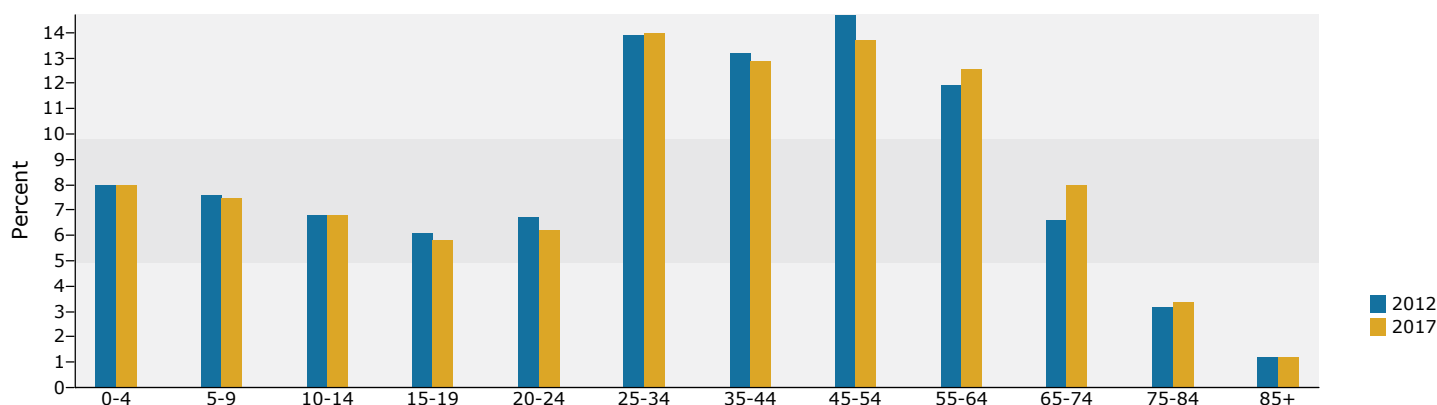
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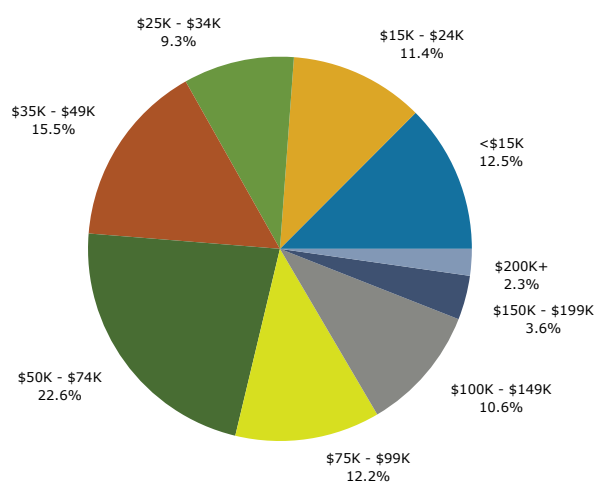
Trends 2012-2017



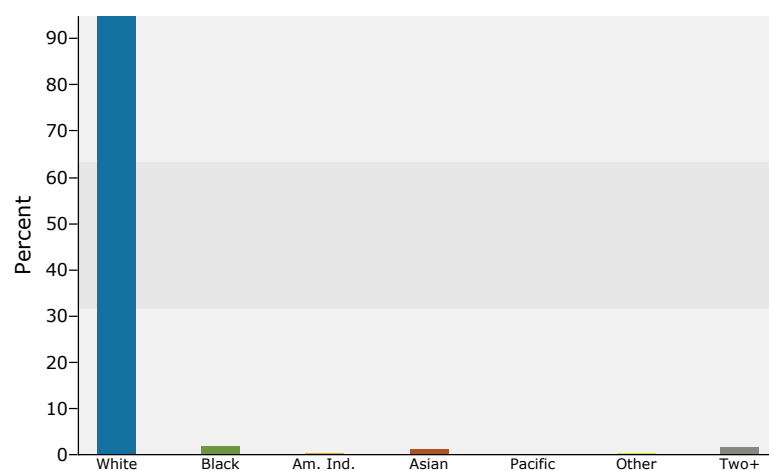
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Summary Demographics

2010 Population	1,228
2010 Households	344
2010 Median Disposable Income	\$54,032
2010 Per Capita Income	\$29,557

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$10,892,119	\$7,946,637	\$2,945,482	15.6	10
Total Retail Trade	44-45	\$9,306,929	\$4,229,968	\$5,076,960	37.5	6
Total Food & Drink	722	\$1,585,191	\$3,716,669	-\$2,131,478	-40.2	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,232,219	\$278,459	\$1,953,760	77.8	1
Automobile Dealers	4411	\$1,889,643	\$0	\$1,889,643	100.0	0
Other Motor Vehicle Dealers	4412	\$166,519	\$157,656	\$8,863	2.7	0
Auto Parts, Accessories & Tire Stores	4413	\$176,056	\$120,802	\$55,254	18.6	0
Furniture & Home Furnishings Stores	442	\$163,622	\$152,268	\$11,355	3.6	1
Furniture Stores	4421	\$84,397	\$21,385	\$63,012	59.6	0
Home Furnishings Stores	4422	\$79,225	\$130,883	-\$51,657	-24.6	0
Electronics & Appliance Stores	4431	\$391,446	\$131,077	\$260,369	49.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$377,894	\$273,916	\$103,978	16.0	1
Bldg Material & Supplies Dealers	4441	\$356,778	\$273,916	\$82,862	13.1	1
Lawn & Garden Equip & Supply Stores	4442	\$21,116	\$0	\$21,116	100.0	0
Food & Beverage Stores	445	\$1,617,540	\$253,478	\$1,364,062	72.9	1
Grocery Stores	4451	\$1,550,482	\$212,961	\$1,337,520	75.8	0
Specialty Food Stores	4452	\$23,014	\$40,517	-\$17,503	-27.6	0
Beer, Wine & Liquor Stores	4453	\$44,045	\$0	\$44,045	100.0	0
Health & Personal Care Stores	446,4461	\$188,690	\$0	\$188,690	100.0	0
Gasoline Stations	447,4471	\$1,521,733	\$3,091,349	-\$1,569,615	-34.0	1
Clothing & Clothing Accessories Stores	448	\$268,245	\$0	\$268,245	100.0	0
Clothing Stores	4481	\$195,314	\$0	\$195,314	100.0	0
Shoe Stores	4482	\$41,934	\$0	\$41,934	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$30,997	\$0	\$30,997	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$43,492	\$0	\$43,492	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$33,691	\$0	\$33,691	100.0	0
Book, Periodical & Music Stores	4512	\$9,801	\$0	\$9,801	100.0	0
General Merchandise Stores	452	\$1,519,776	\$0	\$1,519,776	100.0	0
Department Stores Excluding Leased Depts.	4521	\$656,711	\$0	\$656,711	100.0	0
Other General Merchandise Stores	4529	\$863,065	\$0	\$863,065	100.0	0
Miscellaneous Store Retailers	453	\$131,381	\$49,422	\$81,959	45.3	1
Florists	4531	\$7,910	\$0	\$7,910	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$45,337	\$0	\$45,337	100.0	0
Used Merchandise Stores	4533	\$3,002	\$33,018	-\$30,015	-83.3	0
Other Miscellaneous Store Retailers	4539	\$75,132	\$16,404	\$58,727	64.2	0
Nonstore Retailers	454	\$850,890	\$0	\$850,890	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$804,764	\$0	\$804,764	100.0	0
Vending Machine Operators	4542	\$1,204	\$0	\$1,204	100.0	0
Direct Selling Establishments	4543	\$44,922	\$0	\$44,922	100.0	0
Food Services & Drinking Places	722	\$1,585,191	\$3,716,669	-\$2,131,478	-40.2	4
Full-Service Restaurants	7221	\$564,349	\$94,190	\$470,159	71.4	0
Limited-Service Eating Places	7222	\$883,458	\$2,438,815	-\$1,555,357	-46.8	2
Special Food Services	7223	\$110,417	\$1,169,297	-\$1,058,880	-82.7	1
Drinking Places - Alcoholic Beverages	7224	\$26,967	\$14,367	\$12,600	30.5	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

April 19, 2013

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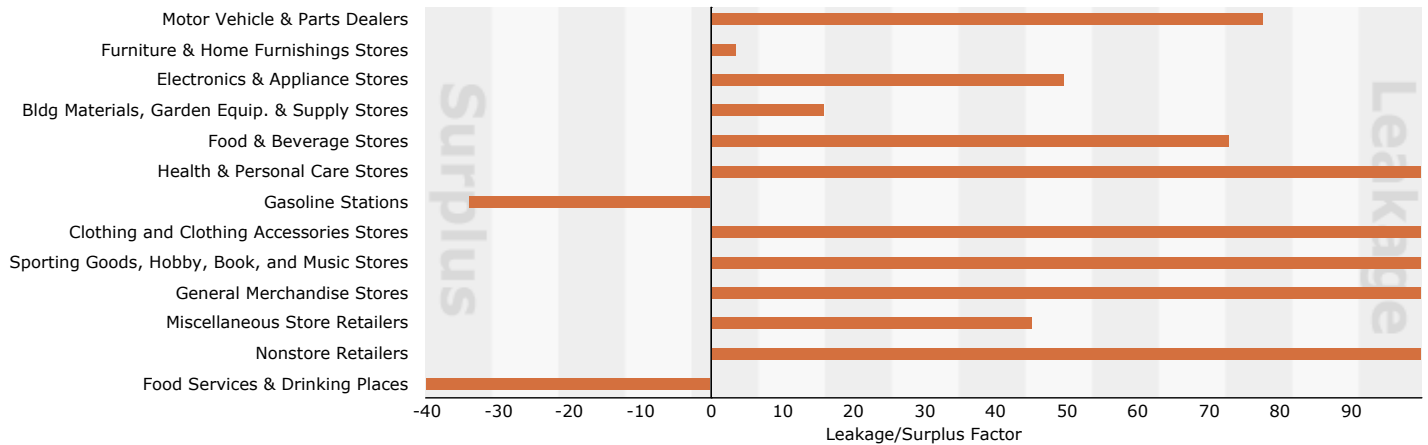


Retail MarketPlace Profile

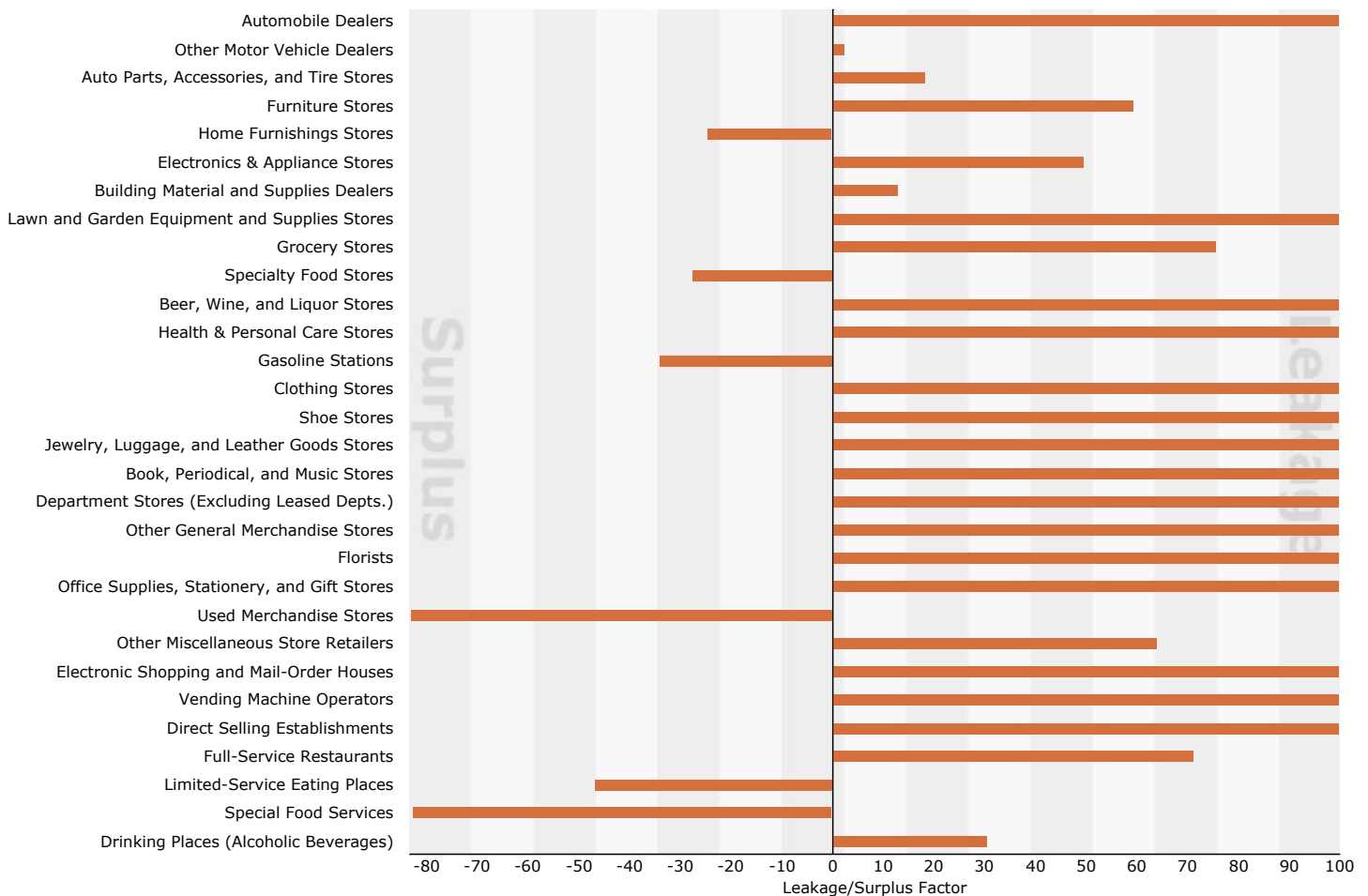
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Retail MarketPlace Profile

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Ring: 3 mile radius

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Summary Demographics

2010 Population	10,299
2010 Households	3,672
2010 Median Disposable Income	\$44,030
2010 Per Capita Income	\$24,857

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$92,963,096	\$131,589,055	-\$38,625,959	-17.2	73
Total Retail Trade	44-45	\$79,549,933	\$116,676,019	-\$37,126,086	-18.9	52
Total Food & Drink	722	\$13,413,163	\$14,913,036	-\$1,499,873	-5.3	22

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,951,414	\$16,508,600	\$2,442,814	6.9	7
Automobile Dealers	4411	\$16,103,198	\$15,422,805	\$680,393	2.2	3
Other Motor Vehicle Dealers	4412	\$1,378,018	\$774,376	\$603,642	28.0	2
Auto Parts, Accessories & Tire Stores	4413	\$1,470,198	\$311,418	\$1,158,780	65.0	2
Furniture & Home Furnishings Stores	442	\$1,319,254	\$384,251	\$935,003	54.9	2
Furniture Stores	4421	\$680,247	\$126,173	\$554,074	68.7	1
Home Furnishings Stores	4422	\$639,007	\$258,078	\$380,929	42.5	1
Electronics & Appliance Stores	4431	\$3,285,777	\$1,098,802	\$2,186,976	49.9	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,966,187	\$1,861,257	\$1,104,931	22.9	11
Bldg Material & Supplies Dealers	4441	\$2,794,834	\$1,828,101	\$966,732	20.9	10
Lawn & Garden Equip & Supply Stores	4442	\$171,354	\$33,155	\$138,198	67.6	1
Food & Beverage Stores	445	\$14,005,623	\$5,489,951	\$8,515,672	43.7	7
Grocery Stores	4451	\$13,430,822	\$4,524,746	\$8,906,076	49.6	3
Specialty Food Stores	4452	\$199,212	\$123,982	\$75,230	23.3	2
Beer, Wine & Liquor Stores	4453	\$375,590	\$841,223	-\$465,634	-38.3	2
Health & Personal Care Stores	446,4461	\$1,610,444	\$333,574	\$1,276,870	65.7	1
Gasoline Stations	447,4471	\$13,426,878	\$16,684,756	-\$3,257,877	-10.8	4
Clothing & Clothing Accessories Stores	448	\$2,263,684	\$62,084	\$2,201,600	94.7	1
Clothing Stores	4481	\$1,646,318	\$4,727	\$1,641,590	99.4	0
Shoe Stores	4482	\$364,005	\$0	\$364,005	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$253,362	\$57,357	\$196,005	63.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$370,983	\$30,784	\$340,199	84.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$286,993	\$30,784	\$256,209	80.6	1
Book, Periodical & Music Stores	4512	\$83,990	\$0	\$83,990	100.0	0
General Merchandise Stores	452	\$12,976,003	\$7,241,166	\$5,734,838	28.4	4
Department Stores Excluding Leased Depts.	4521	\$5,553,093	\$1,224,048	\$4,329,045	63.9	1
Other General Merchandise Stores	4529	\$7,422,911	\$6,017,118	\$1,405,793	10.5	3
Miscellaneous Store Retailers	453	\$1,115,327	\$5,996,321	-\$4,880,994	-68.6	9
Florists	4531	\$63,836	\$108,615	-\$44,780	-26.0	1
Office Supplies, Stationery & Gift Stores	4532	\$378,686	\$5,371,563	-\$4,992,877	-86.8	2
Used Merchandise Stores	4533	\$25,262	\$87,452	-\$62,190	-55.2	2
Other Miscellaneous Store Retailers	4539	\$647,544	\$428,692	\$218,853	20.3	4
Nonstore Retailers	454	\$7,258,357	\$60,984,473	-\$53,726,117	-78.7	2
Electronic Shopping & Mail-Order Houses	4541	\$6,845,404	\$60,984,473	-\$54,139,069	-79.8	2
Vending Machine Operators	4542	\$10,359	\$0	\$10,359	100.0	0
Direct Selling Establishments	4543	\$402,593	\$0	\$402,593	100.0	0
Food Services & Drinking Places	722	\$13,413,163	\$14,913,036	-\$1,499,873	-5.3	22
Full-Service Restaurants	7221	\$4,747,407	\$3,721,364	\$1,026,043	12.1	9
Limited-Service Eating Places	7222	\$7,488,395	\$8,852,251	-\$1,363,857	-8.3	10
Special Food Services	7223	\$938,897	\$2,305,656	-\$1,366,759	-42.1	2
Drinking Places - Alcoholic Beverages	7224	\$238,464	\$33,764	\$204,699	75.2	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

April 19, 2013

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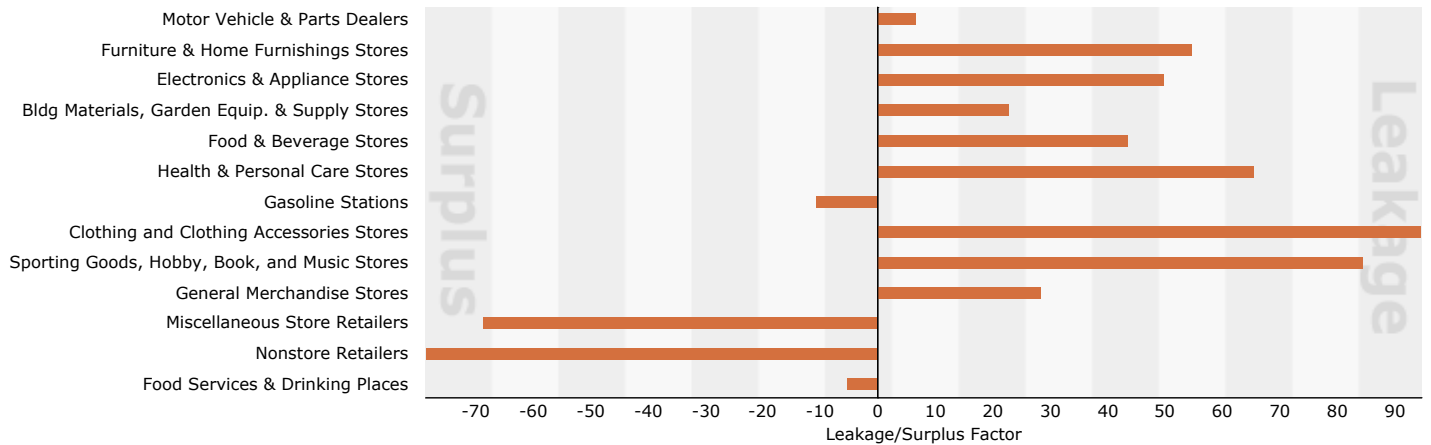


Retail MarketPlace Profile

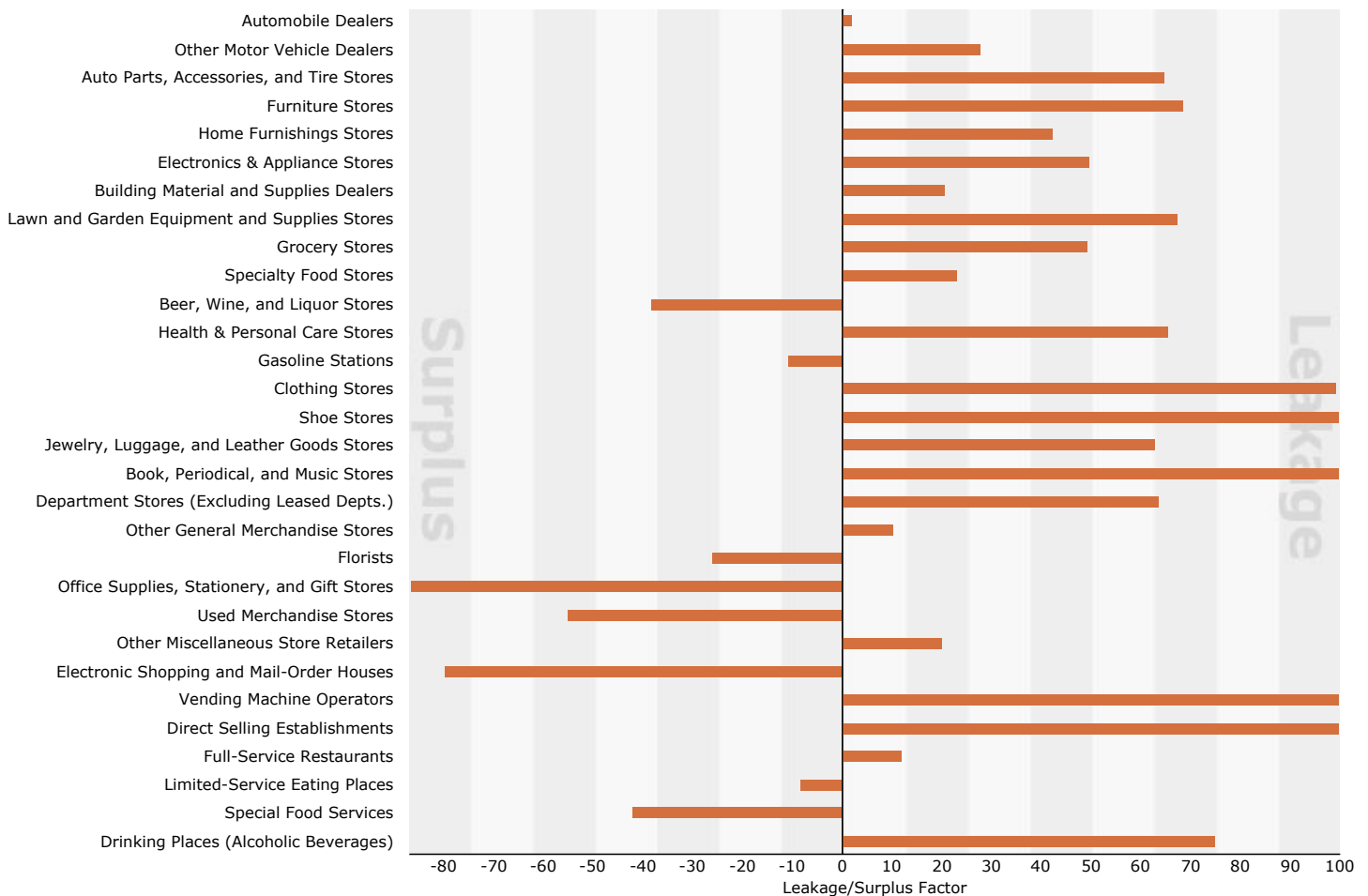
SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz
Latitude: 39.08345
Longitude: -84.1501

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail MarketPlace Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Summary Demographics

2010 Population	29,895
2010 Households	10,996
2010 Median Disposable Income	\$47,106
2010 Per Capita Income	\$26,250

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$286,631,820	\$194,173,059	\$92,458,761	19.2	138
Total Retail Trade	44-45	\$245,084,647	\$174,017,647	\$71,067,000	17.0	101
Total Food & Drink	722	\$41,547,173	\$20,155,411	\$21,391,762	34.7	37

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$58,392,228	\$33,814,566	\$24,577,662	26.7	20
Automobile Dealers	4411	\$49,610,140	\$30,617,227	\$18,992,913	23.7	10
Other Motor Vehicle Dealers	4412	\$4,265,006	\$2,126,739	\$2,138,266	33.5	6
Auto Parts, Accessories & Tire Stores	4413	\$4,517,082	\$1,070,599	\$3,446,483	61.7	4
Furniture & Home Furnishings Stores	442	\$4,069,115	\$894,373	\$3,174,742	64.0	3
Furniture Stores	4421	\$2,098,270	\$330,046	\$1,768,224	72.8	1
Home Furnishings Stores	4422	\$1,970,844	\$564,327	\$1,406,518	55.5	2
Electronics & Appliance Stores	4431	\$10,177,714	\$1,858,212	\$8,319,502	69.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,147,292	\$2,530,066	\$6,617,227	56.7	18
Bldg Material & Supplies Dealers	4441	\$8,623,485	\$2,241,867	\$6,381,619	58.7	15
Lawn & Garden Equip & Supply Stores	4442	\$523,807	\$288,199	\$235,608	29.0	4
Food & Beverage Stores	445	\$43,129,531	\$13,081,689	\$30,047,843	53.5	13
Grocery Stores	4451	\$41,352,116	\$10,856,308	\$30,495,809	58.4	6
Specialty Food Stores	4452	\$613,785	\$186,197	\$427,588	53.4	3
Beer, Wine & Liquor Stores	4453	\$1,163,630	\$2,039,184	-\$875,554	-27.3	4
Health & Personal Care Stores	446,4461	\$4,914,870	\$1,986,135	\$2,928,735	42.4	4
Gasoline Stations	447,4471	\$41,247,034	\$29,208,788	\$12,038,246	17.1	7
Clothing & Clothing Accessories Stores	448	\$7,011,845	\$832,329	\$6,179,516	78.8	3
Clothing Stores	4481	\$5,095,922	\$386,172	\$4,709,751	85.9	2
Shoe Stores	4482	\$1,125,437	\$151,871	\$973,565	76.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$790,486	\$294,286	\$496,200	45.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,155,298	\$358,249	\$797,049	52.7	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$893,233	\$293,434	\$599,799	50.5	3
Book, Periodical & Music Stores	4512	\$262,065	\$64,816	\$197,250	60.3	0
General Merchandise Stores	452	\$40,013,102	\$14,439,981	\$25,573,120	47.0	6
Department Stores Excluding Leased Depts.	4521	\$17,165,760	\$1,549,405	\$15,616,355	83.4	1
Other General Merchandise Stores	4529	\$22,847,342	\$12,890,576	\$9,956,766	27.9	5
Miscellaneous Store Retailers	453	\$3,430,705	\$7,154,052	-\$3,723,347	-35.2	15
Florists	4531	\$194,999	\$252,039	-\$57,040	-12.8	4
Office Supplies, Stationery & Gift Stores	4532	\$1,161,988	\$6,282,677	-\$5,120,689	-68.8	3
Used Merchandise Stores	4533	\$78,577	\$112,922	-\$34,345	-17.9	3
Other Miscellaneous Store Retailers	4539	\$1,995,141	\$506,413	\$1,488,727	59.5	5
Nonstore Retailers	454	\$22,395,913	\$67,859,208	-\$45,463,295	-50.4	2
Electronic Shopping & Mail-Order Houses	4541	\$21,100,655	\$67,846,256	-\$46,745,601	-52.6	2
Vending Machine Operators	4542	\$31,959	\$12,952	\$19,007	42.3	0
Direct Selling Establishments	4543	\$1,263,299	\$0	\$1,263,299	100.0	0
Food Services & Drinking Places	722	\$41,547,173	\$20,155,411	\$21,391,762	34.7	37
Full-Service Restaurants	7221	\$14,724,739	\$7,108,322	\$7,616,417	34.9	16
Limited-Service Eating Places	7222	\$23,155,625	\$10,184,614	\$12,971,012	38.9	15
Special Food Services	7223	\$2,909,909	\$2,726,531	\$183,378	3.3	3
Drinking Places - Alcoholic Beverages	7224	\$756,899	\$135,944	\$620,955	69.5	3

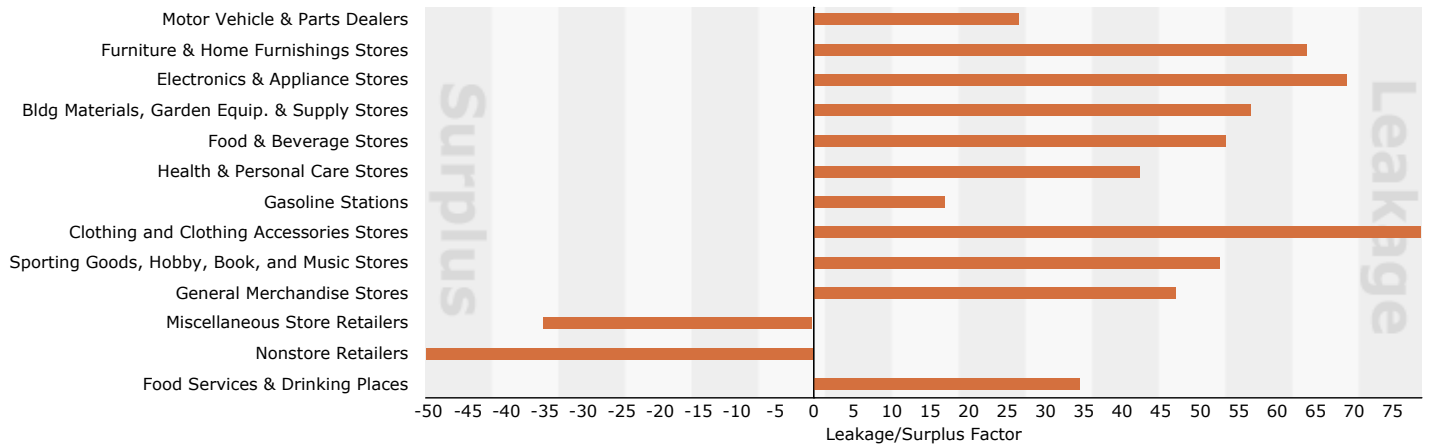
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

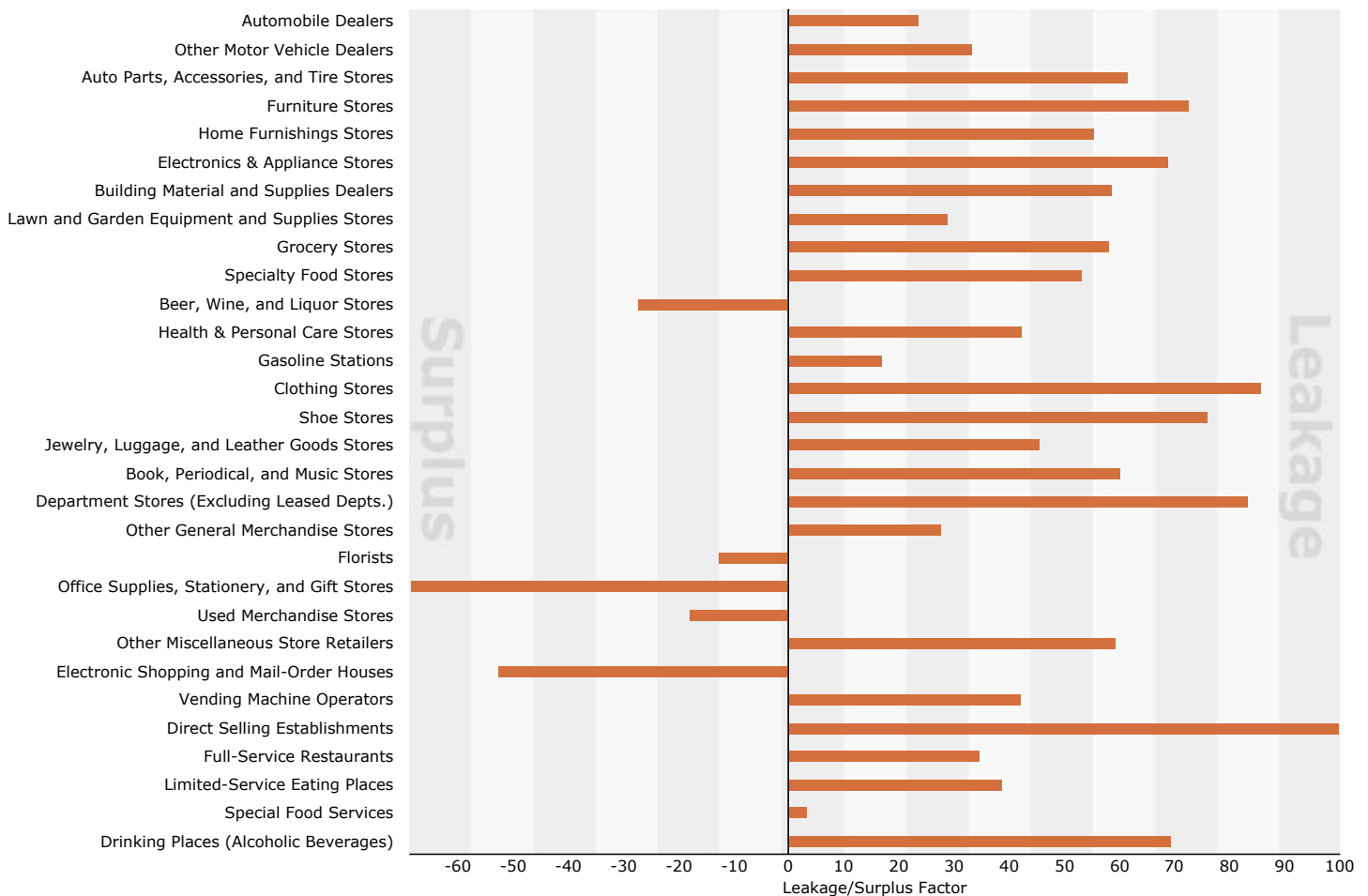
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Census 2010 Summary Profile

SR 32/Bauer Rd
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Ring: 1 mile radius

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Latitude: 39.08345
Longitude: -84.1501

	2000	2010	2000-2010 Annual Rate
Population	662	895	3.06%
Households	181	274	4.23%
Housing Units	197	305	4.47%

Population by Race	Number	Percent
Total	895	100.0%
Population Reporting One Race	885	98.9%
White	859	96.0%
Black	12	1.3%
American Indian	2	0.2%
Asian	11	1.2%
Pacific Islander	0	0.0%
Some Other Race	1	0.1%
Population Reporting Two or More Races	10	1.1%
Total Hispanic Population	8	0.9%

Population by Sex		
Male	453	50.6%
Female	442	49.4%

Population by Age		
Total	894	100.0%
Age 0 - 4	51	5.7%
Age 5 - 9	57	6.4%
Age 10 - 14	60	6.7%
Age 15 - 19	61	6.8%
Age 20 - 24	49	5.5%
Age 25 - 29	57	6.4%
Age 30 - 34	62	6.9%
Age 35 - 39	59	6.6%
Age 40 - 44	66	7.4%
Age 45 - 49	71	7.9%
Age 50 - 54	69	7.7%
Age 55 - 59	71	7.9%
Age 60 - 64	53	5.9%
Age 65 - 69	36	4.0%
Age 70 - 74	24	2.7%
Age 75 - 79	19	2.1%
Age 80 - 84	18	2.0%
Age 85+	11	1.2%
Age 18+	690	77.1%
Age 65+	108	12.1%

Median Age by Sex and Race/Hispanic Origin	
Total Population	39.2
Male	38.7
Female	40.1
White Alone	39.7
Black Alone	37.5
American Indian Alone	0.0
Asian Alone	27.5
Pacific Islander Alone	0.0
Some Other Race Alone	0.0
Two or More Races	15.0
Hispanic Population	17.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

SR 32/Bauer Rd
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Ring: 1 mile radius

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Latitude: 39.08345
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Households by Type

Total	273	100.0%
Households with 1 Person	51	18.7%
Households with 2+ People	222	81.3%
Family Households	211	77.3%
Husband-wife Families	174	63.7%
With Own Children	68	24.9%
Other Family (No Spouse Present)	38	13.9%
With Own Children	23	8.4%
Nonfamily Households	11	4.0%
All Households with Children	100	36.5%
Multigenerational Households	9	3.3%
Unmarried Partner Households	15	5.5%
Male-female	14	5.1%
Same-sex	1	0.4%
Average Household Size	2.98	

Family Households by Size

Total	212	100.0%
2 People	94	44.3%
3 People	45	21.2%
4 People	44	20.8%
5 People	19	9.0%
6 People	7	3.3%
7+ People	3	1.4%
Average Family Size	3.39	

Nonfamily Households by Size

Total	62	100.0%
1 Person	51	82.3%
2 People	8	12.9%
3 People	2	3.2%
4 People	1	1.6%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.38	

Population by Relationship and Household Type

Total	895	100.0%
In Households	816	91.2%
In Family Households	729	81.5%
Householder	236	26.4%
Spouse	195	21.8%
Child	267	29.8%
Other relative	17	1.9%
Nonrelative	14	1.6%
In Nonfamily Households	87	9.7%
In Group Quarters	79	8.8%
Institutionalized Population	79	8.8%
Noninstitutionalized Population	0	0.0%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Summary Profile

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Family Households by Age of Householder

Total	212	100.0%
Householder Age 15 - 44	79	37.3%
Householder Age 45 - 54	52	24.5%
Householder Age 55 - 64	46	21.7%
Householder Age 65 - 74	22	10.4%
Householder Age 75+	13	6.1%

Nonfamily Households by Age of Householder

Total	63	100.0%
Householder Age 15 - 44	19	30.2%
Householder Age 45 - 54	13	20.6%
Householder Age 55 - 64	15	23.8%
Householder Age 65 - 74	8	12.7%
Householder Age 75+	8	12.7%

Households by Race of Householder

Total	274	100.0%
Householder is White Alone	264	96.4%
Householder is Black Alone	5	1.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	3	1.1%
Households with Hispanic Householder	1	0.4%

Husband-wife Families by Race of Householder

Total	173	100.0%
Householder is White Alone	168	97.1%
Householder is Black Alone	1	0.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	1.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	2	1.2%
Husband-wife Families with Hispanic Householder	1	0.6%

Other Families (No Spouse) by Race of Householder

Total	37	100.0%
Householder is White Alone	36	97.3%
Householder is Black Alone	1	2.7%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Other Families with Hispanic Householder	0	0.0%

Nonfamily Households by Race of Householder

Total	63	100.0%
Householder is White Alone	60	95.2%
Householder is Black Alone	2	3.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	1	1.6%
Nonfamily Households with Hispanic Householder	0	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Census 2010 Summary Profile

SR 32/Bauer Rd
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Ring: 1 mile radius

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Latitude: 39.08345
Longitude: -84.1501

Total Housing Units by Occupancy

Total	300	100.0%
Occupied Housing Units	274	91.3%
Vacant Housing Units		
For Rent	5	1.7%
Rented, not Occupied	1	0.3%
For Sale Only	9	3.0%
Sold, not Occupied	2	0.7%
For Seasonal/Recreational/Occasional Use	3	1.0%
For Migrant Workers	0	0.0%
Other Vacant	6	2.0%
Total Vacancy Rate	10.2%	

Households by Tenure and Mortgage Status

Total	274	100.0%
Owner Occupied	234	85.4%
Owned with a Mortgage/Loan	185	67.5%
Owned Free and Clear	48	17.5%
Average Household Size	3.01	
Renter Occupied	40	14.6%
Average Household Size	2.77	

Owner-occupied Housing Units by Race of Householder

Total	233	100.0%
Householder is White Alone	225	96.6%
Householder is Black Alone	4	1.7%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	2	0.9%
Owner-occupied Housing Units with Hispanic Householder	1	0.4%

Renter-occupied Housing Units by Race of Householder

Total	40	100.0%
Householder is White Alone	38	95.0%
Householder is Black Alone	1	2.5%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	1	2.5%
Renter-occupied Housing Units with Hispanic Householder	0	0.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.97
Householder is Black Alone	2.40
Householder is American Indian Alone	0.00
Householder is Asian Alone	5.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	0.00
Householder is Two or More Races	2.67
Householder is Hispanic	5.00

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Summary Profile

SR 32/Bauer Rd
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Ring: 3 mile radius

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Latitude: 39.08345
Longitude: -84.1501

	2000	2010	2000-2010 Annual Rate
Population	8,244	10,087	2.04%
Households	2,892	3,590	2.19%
Housing Units	3,078	3,869	2.31%
Population by Race			
Total		10,087	100.0%
Population Reporting One Race		9,924	98.4%
White		9,652	95.7%
Black		160	1.6%
American Indian		30	0.3%
Asian		62	0.6%
Pacific Islander		1	0.0%
Some Other Race		19	0.2%
Population Reporting Two or More Races		163	1.6%
Total Hispanic Population		123	1.2%
Population by Sex			
Male		4,926	48.8%
Female		5,161	51.2%
Population by Age			
Total		10,086	100.0%
Age 0 - 4		765	7.6%
Age 5 - 9		758	7.5%
Age 10 - 14		749	7.4%
Age 15 - 19		730	7.2%
Age 20 - 24		667	6.6%
Age 25 - 29		661	6.6%
Age 30 - 34		643	6.4%
Age 35 - 39		622	6.2%
Age 40 - 44		706	7.0%
Age 45 - 49		785	7.8%
Age 50 - 54		764	7.6%
Age 55 - 59		663	6.6%
Age 60 - 64		505	5.0%
Age 65 - 69		361	3.6%
Age 70 - 74		259	2.6%
Age 75 - 79		193	1.9%
Age 80 - 84		156	1.5%
Age 85+		102	1.0%
Age 18+		7,374	73.1%
Age 65+		1,071	10.6%
Median Age by Sex and Race/Hispanic Origin			
Total Population		35.6	
Male		34.7	
Female		36.4	
White Alone		36.1	
Black Alone		31.5	
American Indian Alone		26.3	
Asian Alone		33.6	
Pacific Islander Alone		32.5	
Some Other Race Alone		36.3	
Two or More Races		13.5	
Hispanic Population		21.7	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

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Households by Type

Total	3,591	100.0%
Households with 1 Person	824	22.9%
Households with 2+ People	2,767	77.1%
Family Households	2,612	72.7%
Husband-wife Families	1,850	51.5%
With Own Children	776	21.6%
Other Family (No Spouse Present)	762	21.2%
With Own Children	497	13.8%
Nonfamily Households	155	4.3%
All Households with Children	1,409	39.2%
Multigenerational Households	127	3.5%
Unmarried Partner Households	281	7.8%
Male-female	266	7.4%
Same-sex	15	0.4%
Average Household Size	2.68	

Family Households by Size

Total	2,612	100.0%
2 People	1,052	40.3%
3 People	607	23.2%
4 People	560	21.4%
5 People	256	9.8%
6 People	99	3.8%
7+ People	38	1.5%
Average Family Size	3.13	

Nonfamily Households by Size

Total	979	100.0%
1 Person	824	84.2%
2 People	122	12.5%
3 People	17	1.7%
4 People	11	1.1%
5 People	4	0.4%
6 People	1	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type

Total	10,087	100.0%
In Households	9,637	95.5%
In Family Households	8,442	83.7%
Householder	2,653	26.3%
Spouse	1,882	18.7%
Child	3,411	33.8%
Other relative	225	2.2%
Nonrelative	273	2.7%
In Nonfamily Households	1,195	11.8%
In Group Quarters	450	4.5%
Institutionalized Population	300	3.0%
Noninstitutionalized Population	149	1.5%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

SR 32/Bauer Rd
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Latitude: 39.08345
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Family Households by Age of Householder

Total	2,610	100.0%
Householder Age 15 - 44	1,148	44.0%
Householder Age 45 - 54	616	23.6%
Householder Age 55 - 64	455	17.4%
Householder Age 65 - 74	255	9.8%
Householder Age 75+	136	5.2%

Nonfamily Households by Age of Householder

Total	978	100.0%
Householder Age 15 - 44	273	27.9%
Householder Age 45 - 54	212	21.7%
Householder Age 55 - 64	221	22.6%
Householder Age 65 - 74	126	12.9%
Householder Age 75+	146	14.9%

Households by Race of Householder

Total	3,590	100.0%
Householder is White Alone	3,472	96.7%
Householder is Black Alone	55	1.5%
Householder is American Indian Alone	8	0.2%
Householder is Asian Alone	15	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	7	0.2%
Householder is Two or More Races	33	0.9%
Households with Hispanic Householder	28	0.8%

Husband-wife Families by Race of Householder

Total	1,849	100.0%
Householder is White Alone	1,799	97.3%
Householder is Black Alone	16	0.9%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	11	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.2%
Householder is Two or More Races	15	0.8%
Husband-wife Families with Hispanic Householder	15	0.8%

Other Families (No Spouse) by Race of Householder

Total	761	100.0%
Householder is White Alone	733	96.3%
Householder is Black Alone	16	2.1%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	2	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.3%
Householder is Two or More Races	7	0.9%
Other Families with Hispanic Householder	6	0.8%

Nonfamily Households by Race of Householder

Total	979	100.0%
Householder is White Alone	940	96.0%
Householder is Black Alone	22	2.2%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	2	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	11	1.1%
Nonfamily Households with Hispanic Householder	7	0.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 19, 2013

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Census 2010 Summary Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Total Housing Units by Occupancy

Total	3,880	100.0%
Occupied Housing Units	3,590	92.5%
Vacant Housing Units		
For Rent	85	2.2%
Rented, not Occupied	7	0.2%
For Sale Only	71	1.8%
Sold, not Occupied	14	0.4%
For Seasonal/Recreational/Occasional Use	26	0.7%
For Migrant Workers	0	0.0%
Other Vacant	87	2.2%
Total Vacancy Rate	7.2%	

Households by Tenure and Mortgage Status

Total	3,590	100.0%
Owner Occupied	2,513	70.0%
Owned with a Mortgage/Loan	1,827	50.9%
Owned Free and Clear	686	19.1%
Average Household Size	2.80	
Renter Occupied	1,077	30.0%
Average Household Size	2.41	

Owner-occupied Housing Units by Race of Householder

Total	2,512	100.0%
Householder is White Alone	2,447	97.4%
Householder is Black Alone	28	1.1%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	14	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.1%
Householder is Two or More Races	16	0.6%
Owner-occupied Housing Units with Hispanic Householder	16	0.6%

Renter-occupied Housing Units by Race of Householder

Total	1,077	100.0%
Householder is White Alone	1,025	95.2%
Householder is Black Alone	27	2.5%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.4%
Householder is Two or More Races	17	1.6%
Renter-occupied Housing Units with Hispanic Householder	12	1.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.68
Householder is Black Alone	2.38
Householder is American Indian Alone	3.25
Householder is Asian Alone	3.33
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	4.43
Householder is Two or More Races	2.58
Householder is Hispanic	3.29

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Summary Profile

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Ring: 5 mile radius

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Latitude: 39.08345
Longitude: -84.1501

	2000	2010	2000-2010 Annual Rate
Population	23,581	29,848	2.39%
Households	8,471	10,943	2.59%
Housing Units	8,954	11,771	2.77%

Population by Race	Number	Percent
Total	29,849	100.0%
Population Reporting One Race	29,342	98.3%
White	28,492	95.5%
Black	418	1.4%
American Indian	81	0.3%
Asian	269	0.9%
Pacific Islander	5	0.0%
Some Other Race	77	0.3%
Population Reporting Two or More Races	507	1.7%

Total Hispanic Population	391	1.3%
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Population by Sex		
Male	14,609	48.9%
Female	15,239	51.1%

Population by Age		
Total	29,849	100.0%
Age 0 - 4	2,415	8.1%
Age 5 - 9	2,290	7.7%
Age 10 - 14	2,067	6.9%
Age 15 - 19	1,912	6.4%
Age 20 - 24	1,969	6.6%
Age 25 - 29	2,067	6.9%
Age 30 - 34	2,041	6.8%
Age 35 - 39	1,983	6.6%
Age 40 - 44	2,065	6.9%
Age 45 - 49	2,225	7.5%
Age 50 - 54	2,288	7.7%
Age 55 - 59	1,908	6.4%
Age 60 - 64	1,485	5.0%
Age 65 - 69	1,087	3.6%
Age 70 - 74	758	2.5%
Age 75 - 79	542	1.8%
Age 80 - 84	416	1.4%
Age 85+	329	1.1%
Age 18+	21,926	73.5%
Age 65+	3,132	10.5%

Median Age by Sex and Race/Hispanic Origin	
Total Population	35.4
Male	34.6
Female	36.3
White Alone	36.0
Black Alone	30.8
American Indian Alone	29.6
Asian Alone	32.9
Pacific Islander Alone	31.3
Some Other Race Alone	25.6
Two or More Races	12.7
Hispanic Population	23.4

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



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Households by Type

Total	10,943	100.0%
Households with 1 Person	2,488	22.7%
Households with 2+ People	8,455	77.3%
Family Households	7,862	71.8%
Husband-wife Families	5,833	53.3%
With Own Children	2,491	22.8%
Other Family (No Spouse Present)	2,029	18.5%
With Own Children	1,279	11.7%
Nonfamily Households	593	5.4%
All Households with Children	4,170	38.1%
Multigenerational Households	378	3.5%
Unmarried Partner Households	842	7.7%
Male-female	792	7.2%
Same-sex	50	0.5%
Average Household Size	2.66	

Family Households by Size

Total	7,862	100.0%
2 People	3,196	40.7%
3 People	1,892	24.1%
4 People	1,666	21.2%
5 People	725	9.2%
6 People	271	3.4%
7+ People	112	1.4%
Average Family Size	3.11	

Nonfamily Households by Size

Total	3,081	100.0%
1 Person	2,488	80.8%
2 People	489	15.9%
3 People	64	2.1%
4 People	28	0.9%
5 People	10	0.3%
6 People	2	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.26	

Population by Relationship and Household Type

Total	29,848	100.0%
In Households	29,116	97.5%
In Family Households	25,231	84.5%
Householder	7,978	26.7%
Spouse	5,923	19.8%
Child	9,885	33.1%
Other relative	691	2.3%
Nonrelative	755	2.5%
In Nonfamily Households	3,885	13.0%
In Group Quarters	732	2.5%
Institutionalized Population	511	1.7%
Noninstitutionalized Population	221	0.7%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Family Households by Age of Householder

Total	7,862	100.0%
Householder Age 15 - 44	3,549	45.1%
Householder Age 45 - 54	1,819	23.1%
Householder Age 55 - 64	1,378	17.5%
Householder Age 65 - 74	739	9.4%
Householder Age 75+	377	4.8%

Nonfamily Households by Age of Householder

Total	3,080	100.0%
Householder Age 15 - 44	993	32.2%
Householder Age 45 - 54	625	20.3%
Householder Age 55 - 64	602	19.5%
Householder Age 65 - 74	422	13.7%
Householder Age 75+	438	14.2%

Households by Race of Householder

Total	10,943	100.0%
Householder is White Alone	10,569	96.6%
Householder is Black Alone	146	1.3%
Householder is American Indian Alone	25	0.2%
Householder is Asian Alone	74	0.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	24	0.2%
Householder is Two or More Races	103	0.9%
Households with Hispanic Householder	98	0.9%

Husband-wife Families by Race of Householder

Total	5,833	100.0%
Householder is White Alone	5,662	97.1%
Householder is Black Alone	50	0.9%
Householder is American Indian Alone	14	0.2%
Householder is Asian Alone	55	0.9%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	13	0.2%
Householder is Two or More Races	37	0.6%
Husband-wife Families with Hispanic Householder	53	0.9%

Other Families (No Spouse) by Race of Householder

Total	2,030	100.0%
Householder is White Alone	1,942	95.7%
Householder is Black Alone	41	2.0%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	8	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.2%
Householder is Two or More Races	30	1.5%
Other Families with Hispanic Householder	21	1.0%

Nonfamily Households by Race of Householder

Total	3,080	100.0%
Householder is White Alone	2,965	96.3%
Householder is Black Alone	55	1.8%
Householder is American Indian Alone	7	0.2%
Householder is Asian Alone	10	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	7	0.2%
Householder is Two or More Races	36	1.2%
Nonfamily Households with Hispanic Householder	24	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Total Housing Units by Occupancy

Total	11,772	100.0%
Occupied Housing Units	10,943	93.0%
Vacant Housing Units		
For Rent	296	2.5%
Rented, not Occupied	21	0.2%
For Sale Only	183	1.6%
Sold, not Occupied	41	0.3%
For Seasonal/Recreational/Occasional Use	52	0.4%
For Migrant Workers	0	0.0%
Other Vacant	236	2.0%
Total Vacancy Rate	7.0%	

Households by Tenure and Mortgage Status

Total	10,943	100.0%
Owner Occupied	7,586	69.3%
Owned with a Mortgage/Loan	5,925	54.1%
Owned Free and Clear	1,661	15.2%
Average Household Size	2.79	
Renter Occupied	3,357	30.7%
Average Household Size	2.38	

Owner-occupied Housing Units by Race of Householder

Total	7,586	100.0%
Householder is White Alone	7,397	97.5%
Householder is Black Alone	69	0.9%
Householder is American Indian Alone	14	0.2%
Householder is Asian Alone	52	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	10	0.1%
Householder is Two or More Races	44	0.6%
Owner-occupied Housing Units with Hispanic Householder	57	0.8%

Renter-occupied Housing Units by Race of Householder

Total	3,356	100.0%
Householder is White Alone	3,172	94.5%
Householder is Black Alone	77	2.3%
Householder is American Indian Alone	11	0.3%
Householder is Asian Alone	22	0.7%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	13	0.4%
Householder is Two or More Races	59	1.8%
Renter-occupied Housing Units with Hispanic Householder	40	1.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.66
Householder is Black Alone	2.63
Householder is American Indian Alone	3.04
Householder is Asian Alone	3.24
Householder is Pacific Islander Alone	4.00
Householder is Some Other Race Alone	3.38
Householder is Two or More Races	2.51
Householder is Hispanic	3.07

Source: U.S. Census Bureau, Census 2010 Summary File 1.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Bauer Rd
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Ring: 1 mile radius

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Latitude: 39.08345

Longitude: -84.1501

Demographic Summary		2011	2016
Population		921	993
Population 18+		711	770
Households		283	312
Median Household Income		\$64,112	\$72,205

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	393	55.3%	111
Bought any women's apparel in last 12 months	346	48.7%	107
Bought apparel for child <13 in last 6 months	206	29.0%	102
Bought any shoes in last 12 months	400	56.3%	108
Bought costume jewelry in last 12 months	164	23.1%	111
Bought any fine jewelry in last 12 months	169	23.8%	108
Bought a watch in last 12 months	129	18.1%	94
Automobiles (Households)			
HH owns/leases any vehicle	264	93.3%	109
HH bought/leased new vehicle last 12 mo	34	12.0%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	663	93.2%	108
Bought/changed motor oil in last 12 months	388	54.6%	105
Had tune-up in last 12 months	235	33.1%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	452	63.6%	103
Drank regular cola in last 6 months	340	47.8%	94
Drank beer/ale in last 6 months	325	45.7%	107
Cameras & Film (Adults)			
Bought any camera in last 12 months	91	12.8%	100
Bought film in last 12 months	152	21.4%	112
Bought digital camera in last 12 months	53	7.5%	109
Bought memory card for camera in last 12 months	63	8.9%	116
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	256	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	161	22.6%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	238	33.5%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	172	24.2%	114
Computers (Households)			
HH owns a personal computer	238	84.1%	113
Spent <\$500 on most recent home PC purchase	24	8.5%	98
Spent \$500-\$999 on most recent home PC purchase	58	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	46	16.3%	124
Spent \$1500-\$1999 on most recent home PC purchase	23	8.1%	114
Spent \$2000+ on most recent home PC purchase	22	7.8%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Latitude: 39.08345

Longitude: -84.1501

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	457	64.3%	107
Bought cigarettes at convenience store in last 30 days	98	13.8%	89
Bought gas at convenience store in last 30 days	261	36.7%	110
Spent at convenience store in last 30 days: <\$20	78	11.0%	114
Spent at convenience store in last 30 days: \$20-39	76	10.7%	105
Spent at convenience store in last 30 days: \$40+	272	38.3%	107
Entertainment (Adults)			
Attended movies in last 6 months	440	61.9%	105
Went to live theater in last 12 months	117	16.5%	124
Went to a bar/night club in last 12 months	149	21.0%	110
Dined out in last 12 months	416	58.5%	119
Gambled at a casino in last 12 months	141	19.8%	123
Visited a theme park in last 12 months	161	22.6%	105
DVDs rented in last 30 days: 1	23	3.2%	122
DVDs rented in last 30 days: 2	37	5.2%	112
DVDs rented in last 30 days: 3	27	3.8%	119
DVDs rented in last 30 days: 4	29	4.1%	106
DVDs rented in last 30 days: 5+	112	15.8%	119
DVDs purchased in last 30 days: 1	40	5.6%	113
DVDs purchased in last 30 days: 2	38	5.3%	113
DVDs purchased in last 30 days: 3-4	33	4.6%	101
DVDs purchased in last 30 days: 5+	35	4.9%	95
Spent on toys/games in last 12 months: <\$50	44	6.2%	102
Spent on toys/games in last 12 months: \$50-\$99	23	3.2%	117
Spent on toys/games in last 12 months: \$100-\$199	55	7.7%	108
Spent on toys/games in last 12 months: \$200-\$499	83	11.7%	108
Spent on toys/games in last 12 months: \$500+	48	6.8%	118
Financial (Adults)			
Have home mortgage (1st)	197	27.7%	145
Used ATM/cash machine in last 12 months	414	58.2%	115
Own any stock	96	13.5%	147
Own U.S. savings bond	67	9.4%	138
Own shares in mutual fund (stock)	106	14.9%	159
Own shares in mutual fund (bonds)	69	9.7%	164
Used full service brokerage firm in last 12 months	65	9.1%	147
Have savings account	328	46.1%	127
Have 401K retirement savings	180	25.3%	143
Did banking over the Internet in last 12 months	246	34.6%	126
Own any credit/debit card (in own name)	606	85.2%	115
Avg monthly credit card expenditures: <\$111	110	15.5%	112
Avg monthly credit card expenditures: \$111-225	63	8.9%	114
Avg monthly credit card expenditures: \$226-450	61	8.6%	114
Avg monthly credit card expenditures: \$451-700	57	8.0%	126
Avg monthly credit card expenditures: \$701+	126	17.7%	132

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	529	74.4%	105
Used bread in last 6 months	695	97.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	581	81.7%	106
Used fish/seafood (fresh or frozen) in last 6 months	406	57.1%	108
Used fresh fruit/vegetables in last 6 months	647	91.0%	104
Used fresh milk in last 6 months	666	93.7%	103
Health (Adults)			
Exercise at home 2+ times per week	261	36.7%	122
Exercise at club 2+ times per week	99	13.9%	112
Visited a doctor in last 12 months	601	84.5%	109
Used vitamin/dietary supplement in last 6 months	386	54.3%	112
Home (Households)			
Any home improvement in last 12 months	125	44.2%	140
Used housekeeper/maid/prof HH cleaning service in the last 12 months	51	18.0%	115
Purchased any HH furnishing in last 12 months	99	35.0%	116
Purchased bedding/bath goods in last 12 months	159	56.2%	103
Purchased cooking/serving product in last 12 months	82	29.0%	105
Bought any kitchen appliance in last 12 months	55	19.4%	112
Insurance (Adults)			
Currently carry any life insurance	421	59.2%	125
Have medical/hospital/accident insurance	580	81.6%	114
Carry homeowner insurance	497	69.9%	133
Carry renter insurance	31	4.4%	71
Have auto/other vehicle insurance	649	91.3%	110
Pets (Households)			
HH owns any pet	176	62.2%	121
HH owns any cat	84	29.7%	124
HH owns any dog	132	46.6%	124
Reading Materials (Adults)			
Bought book in last 12 months	405	57.0%	113
Read any daily newspaper	339	47.7%	116
Heavy magazine reader	135	19.0%	95
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	574	80.7%	112
Went to family restaurant/steak house last mo: <2 times	185	26.0%	101
Went to family restaurant/steak house last mo: 2-4 times	225	31.6%	117
Went to family restaurant/steak house last mo: 5+ times	164	23.1%	119
Went to fast food/drive-in restaurant in last 6 mo	654	92.0%	104
Went to fast food/drive-in restaurant <6 times/mo	263	37.0%	106
Went to fast food/drive-in restaurant 6-13 times/mo	209	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	181	25.5%	102
Fast food/drive-in last 6 mo: eat in	273	38.4%	102
Fast food/drive-in last 6 mo: home delivery	71	10.0%	96
Fast food/drive-in last 6 mo: take-out/drive-thru	415	58.4%	112
Fast food/drive-in last 6 mo: take-out/walk-in	187	26.3%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	209	73.9%	115
HH average monthly long distance phone bill: <\$16	94	33.2%	120
HH average monthly long distance phone bill: \$16-25	36	12.7%	111
HH average monthly long distance phone bill: \$26-59	25	8.8%	96
HH average monthly long distance phone bill: \$60+	11	3.9%	87
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	36	12.7%	64
HH owns 2 TVs	67	23.7%	90
HH owns 3 TVs	73	25.8%	115
HH owns 4+ TVs	84	29.7%	142
HH subscribes to cable TV	182	64.3%	111
HH Purchased audio equipment in last 12 months	27	9.5%	98
HH Purchased CD player in last 12 months	11	3.9%	100
HH Purchased DVD player in last 12 months	28	9.9%	102
HH Purchased MP3 player in last 12 months	78	11.0%	107
HH Purchased video game system in last 12 months	36	12.7%	118
Travel (Adults)			
Domestic travel in last 12 months	459	64.6%	124
Took 3+ domestic trips in last 12 months	136	19.1%	129
Spent on domestic vacations last 12 mo: <\$1000	96	13.5%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	57	8.0%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	40	5.6%	137
Spent on domestic vacations last 12 mo: \$2000-\$2999	40	5.6%	136
Spent on domestic vacations last 12 mo: \$3000+	57	8.0%	158
Foreign travel in last 3 years	214	30.1%	115
Took 3+ foreign trips by plane in last 3 years	37	5.2%	108
Spent on foreign vacations last 12 mo: <\$1000	50	7.0%	117
Spent on foreign vacations last 12 mo: \$1000-\$2999	31	4.4%	106
Spent on foreign vacations last 12 mo: \$3000+	37	5.2%	105
Stayed 1+ nights at hotel/motel in last 12 months	360	50.6%	125

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Demographic Summary		2011	2016
Population		10,242	10,804
Population 18+		7,508	7,959
Households		3,650	3,887
Median Household Income		\$46,279	\$54,632

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,735	49.7%	100
Bought any women's apparel in last 12 months	3,605	48.0%	106
Bought apparel for child <13 in last 6 months	2,302	30.7%	108
Bought any shoes in last 12 months	3,921	52.2%	101
Bought costume jewelry in last 12 months	1,652	22.0%	106
Bought any fine jewelry in last 12 months	1,865	24.8%	113
Bought a watch in last 12 months	1,362	18.1%	94
Automobiles (Households)			
HH owns/leases any vehicle	3,147	86.2%	100
HH bought/leased new vehicle last 12 mo	295	8.1%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,660	88.7%	102
Bought/changed motor oil in last 12 months	4,080	54.3%	105
Had tune-up in last 12 months	2,300	30.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,350	57.9%	94
Drank regular cola in last 6 months	3,844	51.2%	100
Drank beer/ale in last 6 months	3,125	41.6%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	946	12.6%	98
Bought film in last 12 months	1,510	20.1%	106
Bought digital camera in last 12 months	477	6.4%	93
Bought memory card for camera in last 12 months	530	7.1%	93
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,539	33.8%	96
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,636	21.8%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,328	31.0%	96
Avg monthly cell/mobile phone/PDA bill: \$100+	1,597	21.3%	100
Computers (Households)			
HH owns a personal computer	2,657	72.8%	98
Spent <\$500 on most recent home PC purchase	338	9.3%	107
Spent \$500-\$999 on most recent home PC purchase	691	18.9%	106
Spent \$1000-\$1499 on most recent home PC purchase	443	12.1%	93
Spent \$1500-\$1999 on most recent home PC purchase	226	6.2%	87
Spent \$2000+ on most recent home PC purchase	220	6.0%	96

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,595	61.2%	102
Bought cigarettes at convenience store in last 30 days	1,291	17.2%	111
Bought gas at convenience store in last 30 days	2,754	36.7%	110
Spent at convenience store in last 30 days: <\$20	700	9.3%	97
Spent at convenience store in last 30 days: \$20-39	712	9.5%	93
Spent at convenience store in last 30 days: \$40+	2,940	39.2%	110
Entertainment (Adults)			
Attended movies in last 6 months	4,141	55.2%	94
Went to live theater in last 12 months	861	11.5%	87
Went to a bar/night club in last 12 months	1,577	21.0%	110
Dined out in last 12 months	3,899	51.9%	106
Gambled at a casino in last 12 months	1,206	16.1%	100
Visited a theme park in last 12 months	1,457	19.4%	90
DVDs rented in last 30 days: 1	216	2.9%	108
DVDs rented in last 30 days: 2	408	5.4%	118
DVDs rented in last 30 days: 3	234	3.1%	97
DVDs rented in last 30 days: 4	255	3.4%	89
DVDs rented in last 30 days: 5+	1,059	14.1%	107
DVDs purchased in last 30 days: 1	400	5.3%	107
DVDs purchased in last 30 days: 2	360	4.8%	101
DVDs purchased in last 30 days: 3-4	405	5.4%	117
DVDs purchased in last 30 days: 5+	364	4.8%	94
Spent on toys/games in last 12 months: <\$50	477	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	243	3.2%	118
Spent on toys/games in last 12 months: \$100-\$199	582	7.8%	108
Spent on toys/games in last 12 months: \$200-\$499	901	12.0%	111
Spent on toys/games in last 12 months: \$500+	462	6.2%	108
Financial (Adults)			
Have home mortgage (1st)	1,592	21.2%	111
Used ATM/cash machine in last 12 months	3,952	52.6%	104
Own any stock	694	9.2%	101
Own U.S. savings bond	520	6.9%	102
Own shares in mutual fund (stock)	746	9.9%	106
Own shares in mutual fund (bonds)	513	6.8%	116
Used full service brokerage firm in last 12 months	488	6.5%	105
Have savings account	2,913	38.8%	107
Have 401K retirement savings	1,475	19.6%	111
Did banking over the Internet in last 12 months	2,074	27.6%	101
Own any credit/debit card (in own name)	5,713	76.1%	103
Avg monthly credit card expenditures: <\$111	1,086	14.5%	105
Avg monthly credit card expenditures: \$111-225	589	7.8%	101
Avg monthly credit card expenditures: \$226-450	528	7.0%	94
Avg monthly credit card expenditures: \$451-700	481	6.4%	100
Avg monthly credit card expenditures: \$701+	971	12.9%	96

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,446	72.5%	103
Used bread in last 6 months	7,294	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	5,859	78.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	3,842	51.2%	97
Used fresh fruit/vegetables in last 6 months	6,685	89.0%	102
Used fresh milk in last 6 months	6,859	91.4%	101
Health (Adults)			
Exercise at home 2+ times per week	2,334	31.1%	104
Exercise at club 2+ times per week	829	11.0%	89
Visited a doctor in last 12 months	6,038	80.4%	104
Used vitamin/dietary supplement in last 6 months	3,648	48.6%	100
Home (Households)			
Any home improvement in last 12 months	1,280	35.1%	111
Used housekeeper/maid/prof HH cleaning service in the last 12 months	527	14.4%	92
Purchased any HH furnishing in last 12 months	1,082	29.6%	99
Purchased bedding/bath goods in last 12 months	1,961	53.7%	98
Purchased cooking/serving product in last 12 months	1,028	28.2%	103
Bought any kitchen appliance in last 12 months	659	18.1%	104
Insurance (Adults)			
Currently carry any life insurance	3,742	49.8%	105
Have medical/hospital/accident insurance	5,511	73.4%	103
Carry homeowner insurance	3,932	52.4%	100
Carry renter insurance	497	6.6%	107
Have auto/other vehicle insurance	6,293	83.8%	101
Pets (Households)			
HH owns any pet	1,971	54.0%	105
HH owns any cat	978	26.8%	112
HH owns any dog	1,567	42.9%	114
Reading Materials (Adults)			
Bought book in last 12 months	3,859	51.4%	102
Read any daily newspaper	3,155	42.0%	102
Heavy magazine reader	1,480	19.7%	99
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	5,470	72.9%	101
Went to family restaurant/steak house last mo: <2 times	1,920	25.6%	100
Went to family restaurant/steak house last mo: 2-4 times	2,032	27.1%	101
Went to family restaurant/steak house last mo: 5+ times	1,517	20.2%	104
Went to fast food/drive-in restaurant in last 6 mo	6,668	88.8%	100
Went to fast food/drive-in restaurant <6 times/mo	2,649	35.3%	101
Went to fast food/drive-in restaurant 6-13 times/mo	2,054	27.4%	95
Went to fast food/drive-in restaurant 14+ times/mo	1,964	26.2%	105
Fast food/drive-in last 6 mo: eat in	2,795	37.2%	99
Fast food/drive-in last 6 mo: home delivery	785	10.5%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	4,053	54.0%	104
Fast food/drive-in last 6 mo: take-out/walk-in	1,748	23.3%	95

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,322	63.6%	99
HH average monthly long distance phone bill: <\$16	1,005	27.5%	100
HH average monthly long distance phone bill: \$16-25	378	10.4%	91
HH average monthly long distance phone bill: \$26-59	305	8.4%	91
HH average monthly long distance phone bill: \$60+	162	4.4%	99
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	714	19.6%	99
HH owns 2 TVs	937	25.7%	98
HH owns 3 TVs	853	23.4%	104
HH owns 4+ TVs	849	23.3%	111
HH subscribes to cable TV	2,204	60.4%	104
HH Purchased audio equipment in last 12 months	351	9.6%	99
HH Purchased CD player in last 12 months	152	4.2%	108
HH Purchased DVD player in last 12 months	376	10.3%	106
HH Purchased MP3 player in last 12 months	734	9.8%	96
HH Purchased video game system in last 12 months	400	11.0%	102
Travel (Adults)			
Domestic travel in last 12 months	3,878	51.7%	99
Took 3+ domestic trips in last 12 months	1,011	13.5%	91
Spent on domestic vacations last 12 mo: <\$1000	957	12.7%	101
Spent on domestic vacations last 12 mo: \$1000-\$1499	562	7.5%	111
Spent on domestic vacations last 12 mo: \$1500-\$1999	309	4.1%	100
Spent on domestic vacations last 12 mo: \$2000-\$2999	308	4.1%	99
Spent on domestic vacations last 12 mo: \$3000+	411	5.5%	108
Foreign travel in last 3 years	1,738	23.1%	89
Took 3+ foreign trips by plane in last 3 years	267	3.6%	74
Spent on foreign vacations last 12 mo: <\$1000	417	5.6%	93
Spent on foreign vacations last 12 mo: \$1000-\$2999	250	3.3%	81
Spent on foreign vacations last 12 mo: \$3000+	328	4.4%	88
Stayed 1+ nights at hotel/motel in last 12 months	3,076	41.0%	101

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Demographic Summary	2011	2016
Population	30,164	31,635
Population 18+	22,224	23,404
Households	11,063	11,669
Median Household Income	\$50,924	\$57,303

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	11,429	51.4%	103
Bought any women's apparel in last 12 months	10,628	47.8%	105
Bought apparel for child <13 in last 6 months	6,764	30.4%	107
Bought any shoes in last 12 months	11,827	53.2%	102
Bought costume jewelry in last 12 months	4,834	21.8%	104
Bought any fine jewelry in last 12 months	5,137	23.1%	105
Bought a watch in last 12 months	4,216	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	9,789	88.5%	103
HH bought/leased new vehicle last 12 mo	1,037	9.4%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,057	90.2%	104
Bought/changed motor oil in last 12 months	12,448	56.0%	108
Had tune-up in last 12 months	7,177	32.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,449	60.5%	98
Drank regular cola in last 6 months	11,490	51.7%	101
Drank beer/ale in last 6 months	9,391	42.3%	99
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,749	12.4%	97
Bought film in last 12 months	4,393	19.8%	104
Bought digital camera in last 12 months	1,488	6.7%	98
Bought memory card for camera in last 12 months	1,643	7.4%	97
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	8,010	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,723	21.3%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	7,360	33.1%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	5,025	22.6%	107
Computers (Households)			
HH owns a personal computer	8,438	76.3%	103
Spent <\$500 on most recent home PC purchase	1,032	9.3%	108
Spent \$500-\$999 on most recent home PC purchase	2,174	19.7%	110
Spent \$1000-\$1499 on most recent home PC purchase	1,481	13.4%	102
Spent \$1500-\$1999 on most recent home PC purchase	789	7.1%	100
Spent \$2000+ on most recent home PC purchase	685	6.2%	99

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,932	62.7%	104
Bought cigarettes at convenience store in last 30 days	3,815	17.2%	111
Bought gas at convenience store in last 30 days	8,364	37.6%	113
Spent at convenience store in last 30 days: <\$20	2,067	9.3%	96
Spent at convenience store in last 30 days: \$20-39	2,214	10.0%	98
Spent at convenience store in last 30 days: \$40+	8,824	39.7%	111
Entertainment (Adults)			
Attended movies in last 6 months	13,104	59.0%	100
Went to live theater in last 12 months	2,804	12.6%	95
Went to a bar/night club in last 12 months	4,508	20.3%	106
Dined out in last 12 months	11,606	52.2%	106
Gambled at a casino in last 12 months	3,598	16.2%	101
Visited a theme park in last 12 months	4,846	21.8%	101
DVDs rented in last 30 days: 1	679	3.1%	115
DVDs rented in last 30 days: 2	1,177	5.3%	115
DVDs rented in last 30 days: 3	674	3.0%	95
DVDs rented in last 30 days: 4	832	3.7%	98
DVDs rented in last 30 days: 5+	3,424	15.4%	117
DVDs purchased in last 30 days: 1	1,203	5.4%	109
DVDs purchased in last 30 days: 2	1,232	5.5%	117
DVDs purchased in last 30 days: 3-4	1,118	5.0%	109
DVDs purchased in last 30 days: 5+	1,143	5.1%	99
Spent on toys/games in last 12 months: <\$50	1,419	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	679	3.1%	111
Spent on toys/games in last 12 months: \$100-\$199	1,640	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	2,654	11.9%	111
Spent on toys/games in last 12 months: \$500+	1,399	6.3%	110
Financial (Adults)			
Have home mortgage (1st)	4,774	21.5%	112
Used ATM/cash machine in last 12 months	12,149	54.7%	108
Own any stock	2,018	9.1%	99
Own U.S. savings bond	1,653	7.4%	109
Own shares in mutual fund (stock)	2,170	9.8%	104
Own shares in mutual fund (bonds)	1,412	6.4%	108
Used full service brokerage firm in last 12 months	1,363	6.1%	99
Have savings account	8,947	40.3%	111
Have 401K retirement savings	4,432	19.9%	113
Did banking over the Internet in last 12 months	6,786	30.5%	112
Own any credit/debit card (in own name)	17,204	77.4%	105
Avg monthly credit card expenditures: <\$111	3,316	14.9%	108
Avg monthly credit card expenditures: \$111-225	1,851	8.3%	107
Avg monthly credit card expenditures: \$226-450	1,750	7.9%	105
Avg monthly credit card expenditures: \$451-700	1,423	6.4%	100
Avg monthly credit card expenditures: \$701+	2,785	12.5%	93

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	16,299	73.3%	104
Used bread in last 6 months	21,615	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	17,509	78.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	11,849	53.3%	101
Used fresh fruit/vegetables in last 6 months	19,589	88.1%	101
Used fresh milk in last 6 months	20,407	91.8%	101
Health (Adults)			
Exercise at home 2+ times per week	6,964	31.3%	104
Exercise at club 2+ times per week	2,637	11.9%	96
Visited a doctor in last 12 months	17,624	79.3%	102
Used vitamin/dietary supplement in last 6 months	10,741	48.3%	100
Home (Households)			
Any home improvement in last 12 months	3,720	33.6%	107
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,570	14.2%	90
Purchased any HH furnishing in last 12 months	3,463	31.3%	104
Purchased bedding/bath goods in last 12 months	6,187	55.9%	102
Purchased cooking/serving product in last 12 months	3,169	28.6%	104
Bought any kitchen appliance in last 12 months	2,048	18.5%	106
Insurance (Adults)			
Currently carry any life insurance	11,359	51.1%	108
Have medical/hospital/accident insurance	16,394	73.8%	103
Carry homeowner insurance	12,049	54.2%	103
Carry renter insurance	1,516	6.8%	110
Have auto/other vehicle insurance	19,115	86.0%	104
Pets (Households)			
HH owns any pet	6,061	54.8%	107
HH owns any cat	2,931	26.5%	111
HH owns any dog	4,607	41.6%	111
Reading Materials (Adults)			
Bought book in last 12 months	11,480	51.7%	103
Read any daily newspaper	9,282	41.8%	101
Heavy magazine reader	4,437	20.0%	100
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	16,711	75.2%	105
Went to family restaurant/steak house last mo: <2 times	5,735	25.8%	101
Went to family restaurant/steak house last mo: 2-4 times	6,176	27.8%	103
Went to family restaurant/steak house last mo: 5+ times	4,798	21.6%	111
Went to fast food/drive-in restaurant in last 6 mo	20,114	90.5%	102
Went to fast food/drive-in restaurant <6 times/mo	7,695	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/mo	6,557	29.5%	102
Went to fast food/drive-in restaurant 14+ times/mo	5,863	26.4%	106
Fast food/drive-in last 6 mo: eat in	8,377	37.7%	100
Fast food/drive-in last 6 mo: home delivery	2,481	11.2%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	12,780	57.5%	110
Fast food/drive-in last 6 mo: take-out/walk-in	5,248	23.6%	96

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Latitude: 39.08345

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	7,127	64.4%	100
HH average monthly long distance phone bill: <\$16	3,087	27.9%	101
HH average monthly long distance phone bill: \$16-25	1,199	10.8%	95
HH average monthly long distance phone bill: \$26-59	921	8.3%	90
HH average monthly long distance phone bill: \$60+	455	4.1%	92
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,993	18.0%	91
HH owns 2 TVs	2,909	26.3%	100
HH owns 3 TVs	2,591	23.4%	105
HH owns 4+ TVs	2,495	22.6%	108
HH subscribes to cable TV	6,473	58.5%	101
HH Purchased audio equipment in last 12 months	1,134	10.3%	105
HH Purchased CD player in last 12 months	453	4.1%	106
HH Purchased DVD player in last 12 months	1,149	10.4%	107
HH Purchased MP3 player in last 12 months	2,401	10.8%	106
HH Purchased video game system in last 12 months	1,285	11.6%	108
Travel (Adults)			
Domestic travel in last 12 months	12,071	54.3%	104
Took 3+ domestic trips in last 12 months	3,374	15.2%	102
Spent on domestic vacations last 12 mo: <\$1000	3,010	13.5%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,686	7.6%	113
Spent on domestic vacations last 12 mo: \$1500-\$1999	936	4.2%	103
Spent on domestic vacations last 12 mo: \$2000-\$2999	884	4.0%	96
Spent on domestic vacations last 12 mo: \$3000+	1,062	4.8%	94
Foreign travel in last 3 years	5,261	23.7%	91
Took 3+ foreign trips by plane in last 3 years	821	3.7%	77
Spent on foreign vacations last 12 mo: <\$1000	1,152	5.2%	86
Spent on foreign vacations last 12 mo: \$1000-\$2999	728	3.3%	80
Spent on foreign vacations last 12 mo: \$3000+	918	4.1%	83
Stayed 1+ nights at hotel/motel in last 12 months	9,511	42.8%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



Restaurant Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Demographic Summary		2011	2016	
Population		921	993	
Population 18+		711	770	
Households		283	312	
Median Household Income		\$64,112	\$72,205	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		574	80.7%	112
Family restaurant/steak house last month: <2 times		185	26.0%	101
Family restaurant/steak house last month: 2-4 times		225	31.6%	117
Family restaurant/steak house last month: 5+ times		164	23.1%	119
Family restaurant/steak house last 6 months: breakfast		110	15.5%	118
Family restaurant/steak house last 6 months: lunch		207	29.1%	117
Family restaurant/steak house last 6 months: snack		16	2.3%	80
Family restaurant/steak house last 6 months: dinner		456	64.1%	122
Family restaurant/steak house last 6 months: weekday		344	48.4%	126
Family restaurant/steak house last 6 months: weekend		356	50.1%	113
Family restaurant/steak house last 6 months: Applebee's		227	31.9%	127
Family restaurant/steak house last 6 months: Bennigan's		14	2.0%	89
Family restaurant/steak house last 6 months: Bob Evans Farm		47	6.6%	146
Family restaurant/steak house last 6 months: Cheesecake Factory		53	7.5%	112
Family restaurant/steak house last 6 months: Chili's Grill & Bar		104	14.6%	125
Family restaurant/steak house last 6 months: Cracker Barrel		97	13.6%	124
Family restaurant/steak house last 6 months: Denny's		63	8.9%	98
Family restaurant/steak house last 6 months: Friendly's		39	5.5%	140
Family restaurant/steak house last 6 months: Golden Corral		48	6.8%	94
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		86	12.1%	103
Family restaurant/steak house last 6 months: Lone Star Steakhouse		28	3.9%	146
Family restaurant/steak house last 6 months: Old Country Buffet		26	3.7%	130
Family restaurant/steak house last 6 months: Olive Garden		171	24.1%	136
Family restaurant/steak house last 6 months: Outback Steakhouse		103	14.5%	127
Family restaurant/steak house last 6 months: Perkins		32	4.5%	125
Family restaurant/steak house last 6 months: Red Lobster		107	15.0%	112
Family restaurant/steak house last 6 months: Red Robin		66	9.3%	165
Family restaurant/steak house last 6 months: Ruby Tuesday		73	10.3%	124
Family restaurant/steak house last 6 months: Ryan's		16	2.3%	60
Family restaurant/steak house last 6 months: Sizzler		13	1.8%	60
Family restaurant/steak house last 6 months: T.G.I. Friday's		92	12.9%	126
Went to fast food/drive-in restaurant in last 6 months		654	92.0%	104
Went to fast food/drive-in restaurant <6 times/month		263	37.0%	106
Went to fast food/drive-in restaurant 6-13 times/month		209	29.4%	102
Went to fast food/drive-in restaurant 14+ times/month		181	25.5%	102
Fast food/drive-in last 6 months: breakfast		210	29.5%	108
Fast food/drive-in last 6 months: lunch		461	64.8%	110
Fast food/drive-in last 6 months: snack		126	17.7%	102
Fast food/drive-in last 6 months: dinner		376	52.9%	110

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	530	74.5%	112
Fast food/drive-in last 6 months: weekend	349	49.1%	102
Fast food/drive-in last 6 months: A & W	38	5.3%	118
Fast food/drive-in last 6 months: Arby's	183	25.7%	126
Fast food/drive-in last 6 months: Boston Market	39	5.5%	114
Fast food/drive-in last 6 months: Burger King	266	37.4%	104
Fast food/drive-in last 6 months: Captain D's	28	3.9%	78
Fast food/drive-in last 6 months: Carl's Jr.	40	5.6%	88
Fast food/drive-in last 6 months: Checkers	16	2.3%	71
Fast food/drive-in last 6 months: Chick-fil-A	110	15.5%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	53	7.5%	121
Fast food/drive-in last 6 months: Chuck E. Cheese	28	3.9%	88
Fast food/drive-in last 6 months: Church's Fr. Chicken	24	3.4%	79
Fast food/drive-in last 6 months: Dairy Queen	136	19.1%	121
Fast food/drive-in last 6 months: Del Taco	19	2.7%	78
Fast food/drive-in last 6 months: Domino's Pizza	80	11.3%	84
Fast food/drive-in last 6 months: Dunkin' Donuts	93	13.1%	113
Fast food/drive-in last 6 months: Fuddruckers	21	3.0%	104
Fast food/drive-in last 6 months: Hardee's	46	6.5%	96
Fast food/drive-in last 6 months: Jack in the Box	64	9.0%	85
Fast food/drive-in last 6 months: KFC	189	26.6%	97
Fast food/drive-in last 6 months: Little Caesars	54	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	42	5.9%	94
Fast food/drive-in last 6 months: McDonald's	412	57.9%	104
Fast food/drive-in last 6 months: Panera Bread	97	13.6%	140
Fast food/drive-in last 6 months: Papa John's	69	9.7%	111
Fast food/drive-in last 6 months: Pizza Hut	151	21.2%	97
Fast food/drive-in last 6 months: Popeyes	48	6.8%	92
Fast food/drive-in last 6 months: Quiznos	68	9.6%	105
Fast food/drive-in last 6 months: Sonic Drive-In	89	12.5%	106
Fast food/drive-in last 6 months: Starbucks	120	16.9%	112
Fast food/drive-in last 6 months: Steak n Shake	45	6.3%	126
Fast food/drive-in last 6 months: Subway	242	34.0%	108
Fast food/drive-in last 6 months: Taco Bell	244	34.3%	107
Fast food/drive-in last 6 months: Wendy's	248	34.9%	113
Fast food/drive-in last 6 months: Whataburger	26	3.7%	75
Fast food/drive-in last 6 months: White Castle	32	4.5%	113
Fast food/drive-in last 6 months: eat in	273	38.4%	102
Fast food/drive-in last 6 months: home delivery	71	10.0%	96
Fast food/drive-in last 6 months: take-out/drive-thru	415	58.4%	112
Fast food/drive-in last 6 months: take-out/walk-in	187	26.3%	107

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Demographic Summary		2011	2016	
Population		10,242	10,804	
Population 18+		7,508	7,959	
Households		3,650	3,887	
Median Household Income		\$46,279	\$54,632	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		5,470	72.9%	101
Family restaurant/steak house last month: <2 times		1,920	25.6%	100
Family restaurant/steak house last month: 2-4 times		2,032	27.1%	101
Family restaurant/steak house last month: 5+ times		1,517	20.2%	104
Family restaurant/steak house last 6 months: breakfast		1,008	13.4%	102
Family restaurant/steak house last 6 months: lunch		1,936	25.8%	104
Family restaurant/steak house last 6 months: snack		162	2.2%	77
Family restaurant/steak house last 6 months: dinner		4,152	55.3%	105
Family restaurant/steak house last 6 months: weekday		3,097	41.2%	108
Family restaurant/steak house last 6 months: weekend		3,395	45.2%	102
Family restaurant/steak house last 6 months: Applebee's		2,101	28.0%	111
Family restaurant/steak house last 6 months: Bennigan's		144	1.9%	86
Family restaurant/steak house last 6 months: Bob Evans Farm		464	6.2%	137
Family restaurant/steak house last 6 months: Cheesecake Factory		422	5.6%	84
Family restaurant/steak house last 6 months: Chili's Grill & Bar		951	12.7%	109
Family restaurant/steak house last 6 months: Cracker Barrel		931	12.4%	113
Family restaurant/steak house last 6 months: Denny's		642	8.6%	94
Family restaurant/steak house last 6 months: Friendly's		330	4.4%	112
Family restaurant/steak house last 6 months: Golden Corral		627	8.4%	116
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		827	11.0%	94
Family restaurant/steak house last 6 months: Lone Star Steakhouse		254	3.4%	126
Family restaurant/steak house last 6 months: Old Country Buffet		240	3.2%	114
Family restaurant/steak house last 6 months: Olive Garden		1,397	18.6%	105
Family restaurant/steak house last 6 months: Outback Steakhouse		864	11.5%	101
Family restaurant/steak house last 6 months: Perkins		322	4.3%	119
Family restaurant/steak house last 6 months: Red Lobster		949	12.6%	94
Family restaurant/steak house last 6 months: Red Robin		504	6.7%	119
Family restaurant/steak house last 6 months: Ruby Tuesday		628	8.4%	101
Family restaurant/steak house last 6 months: Ryan's		264	3.5%	94
Family restaurant/steak house last 6 months: Sizzler		223	3.0%	97
Family restaurant/steak house last 6 months: T.G.I. Friday's		793	10.6%	103
Went to fast food/drive-in restaurant in last 6 months		6,668	88.8%	100
Went to fast food/drive-in restaurant <6 times/month		2,649	35.3%	101
Went to fast food/drive-in restaurant 6-13 times/month		2,054	27.4%	95
Went to fast food/drive-in restaurant 14+ times/month		1,964	26.2%	105
Fast food/drive-in last 6 months: breakfast		2,016	26.9%	98
Fast food/drive-in last 6 months: lunch		4,444	59.2%	101
Fast food/drive-in last 6 months: snack		1,245	16.6%	95
Fast food/drive-in last 6 months: dinner		3,879	51.7%	107

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April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	5,200	69.3%	105
Fast food/drive-in last 6 months: weekend	3,579	47.7%	99
Fast food/drive-in last 6 months: A & W	374	5.0%	110
Fast food/drive-in last 6 months: Arby's	1,786	23.8%	117
Fast food/drive-in last 6 months: Boston Market	285	3.8%	79
Fast food/drive-in last 6 months: Burger King	2,840	37.8%	105
Fast food/drive-in last 6 months: Captain D's	384	5.1%	101
Fast food/drive-in last 6 months: Carl's Jr.	320	4.3%	67
Fast food/drive-in last 6 months: Checkers	199	2.7%	83
Fast food/drive-in last 6 months: Chick-fil-A	1,036	13.8%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	378	5.0%	82
Fast food/drive-in last 6 months: Chuck E. Cheese	306	4.1%	91
Fast food/drive-in last 6 months: Church's Fr. Chicken	286	3.8%	89
Fast food/drive-in last 6 months: Dairy Queen	1,449	19.3%	122
Fast food/drive-in last 6 months: Del Taco	171	2.3%	67
Fast food/drive-in last 6 months: Domino's Pizza	886	11.8%	88
Fast food/drive-in last 6 months: Dunkin' Donuts	742	9.9%	86
Fast food/drive-in last 6 months: Fuddruckers	188	2.5%	89
Fast food/drive-in last 6 months: Hardee's	517	6.9%	103
Fast food/drive-in last 6 months: Jack in the Box	687	9.2%	87
Fast food/drive-in last 6 months: KFC	2,012	26.8%	98
Fast food/drive-in last 6 months: Little Caesars	627	8.4%	114
Fast food/drive-in last 6 months: Long John Silver's	567	7.6%	121
Fast food/drive-in last 6 months: McDonald's	4,207	56.0%	101
Fast food/drive-in last 6 months: Panera Bread	768	10.2%	105
Fast food/drive-in last 6 months: Papa John's	681	9.1%	104
Fast food/drive-in last 6 months: Pizza Hut	1,754	23.4%	106
Fast food/drive-in last 6 months: Popeyes	448	6.0%	82
Fast food/drive-in last 6 months: Quiznos	613	8.2%	90
Fast food/drive-in last 6 months: Sonic Drive-In	964	12.8%	109
Fast food/drive-in last 6 months: Starbucks	958	12.8%	85
Fast food/drive-in last 6 months: Steak n Shake	449	6.0%	119
Fast food/drive-in last 6 months: Subway	2,499	33.3%	105
Fast food/drive-in last 6 months: Taco Bell	2,492	33.2%	104
Fast food/drive-in last 6 months: Wendy's	2,484	33.1%	107
Fast food/drive-in last 6 months: Whataburger	405	5.4%	111
Fast food/drive-in last 6 months: White Castle	275	3.7%	92
Fast food/drive-in last 6 months: eat in	2,795	37.2%	99
Fast food/drive-in last 6 months: home delivery	785	10.5%	100
Fast food/drive-in last 6 months: take-out/drive-thru	4,053	54.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	1,748	23.3%	95

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Demographic Summary		2011	2016	
Population		30,164	31,635	
Population 18+		22,224	23,404	
Households		11,063	11,669	
Median Household Income		\$50,924	\$57,303	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		16,711	75.2%	105
Family restaurant/steak house last month: <2 times		5,735	25.8%	101
Family restaurant/steak house last month: 2-4 times		6,176	27.8%	103
Family restaurant/steak house last month: 5+ times		4,798	21.6%	111
Family restaurant/steak house last 6 months: breakfast		3,216	14.5%	110
Family restaurant/steak house last 6 months: lunch		5,806	26.1%	105
Family restaurant/steak house last 6 months: snack		505	2.3%	81
Family restaurant/steak house last 6 months: dinner		12,776	57.5%	109
Family restaurant/steak house last 6 months: weekday		9,260	41.7%	109
Family restaurant/steak house last 6 months: weekend		10,746	48.4%	109
Family restaurant/steak house last 6 months: Applebee's		6,410	28.8%	115
Family restaurant/steak house last 6 months: Bennigan's		533	2.4%	108
Family restaurant/steak house last 6 months: Bob Evans Farm		1,259	5.7%	125
Family restaurant/steak house last 6 months: Cheesecake Factory		1,268	5.7%	86
Family restaurant/steak house last 6 months: Chili's Grill & Bar		2,867	12.9%	111
Family restaurant/steak house last 6 months: Cracker Barrel		2,942	13.2%	121
Family restaurant/steak house last 6 months: Denny's		1,968	8.9%	98
Family restaurant/steak house last 6 months: Friendly's		761	3.4%	87
Family restaurant/steak house last 6 months: Golden Corral		1,876	8.4%	117
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		2,718	12.2%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse		715	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet		661	3.0%	106
Family restaurant/steak house last 6 months: Olive Garden		4,459	20.1%	113
Family restaurant/steak house last 6 months: Outback Steakhouse		2,702	12.2%	107
Family restaurant/steak house last 6 months: Perkins		995	4.5%	124
Family restaurant/steak house last 6 months: Red Lobster		3,082	13.9%	103
Family restaurant/steak house last 6 months: Red Robin		1,471	6.6%	118
Family restaurant/steak house last 6 months: Ruby Tuesday		2,019	9.1%	109
Family restaurant/steak house last 6 months: Ryan's		756	3.4%	91
Family restaurant/steak house last 6 months: Sizzler		666	3.0%	98
Family restaurant/steak house last 6 months: T.G.I. Friday's		2,359	10.6%	103
Went to fast food/drive-in restaurant in last 6 months		20,114	90.5%	102
Went to fast food/drive-in restaurant <6 times/month		7,695	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/month		6,557	29.5%	102
Went to fast food/drive-in restaurant 14+ times/month		5,863	26.4%	106
Fast food/drive-in last 6 months: breakfast		6,342	28.5%	104
Fast food/drive-in last 6 months: lunch		13,783	62.0%	106
Fast food/drive-in last 6 months: snack		3,718	16.7%	96
Fast food/drive-in last 6 months: dinner		11,717	52.7%	109

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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	15,655	70.4%	106
Fast food/drive-in last 6 months: weekend	11,091	49.9%	104
Fast food/drive-in last 6 months: A & W	1,093	4.9%	109
Fast food/drive-in last 6 months: Arby's	5,496	24.7%	121
Fast food/drive-in last 6 months: Boston Market	900	4.1%	84
Fast food/drive-in last 6 months: Burger King	8,448	38.0%	106
Fast food/drive-in last 6 months: Captain D's	1,061	4.8%	94
Fast food/drive-in last 6 months: Carl's Jr.	1,085	4.9%	77
Fast food/drive-in last 6 months: Checkers	629	2.8%	89
Fast food/drive-in last 6 months: Chick-fil-A	3,530	15.9%	123
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,318	5.9%	96
Fast food/drive-in last 6 months: Chuck E. Cheese	997	4.5%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	867	3.9%	91
Fast food/drive-in last 6 months: Dairy Queen	4,346	19.6%	124
Fast food/drive-in last 6 months: Del Taco	584	2.6%	77
Fast food/drive-in last 6 months: Domino's Pizza	2,897	13.0%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	2,088	9.4%	82
Fast food/drive-in last 6 months: Fuddruckers	720	3.2%	115
Fast food/drive-in last 6 months: Hardee's	1,533	6.9%	103
Fast food/drive-in last 6 months: Jack in the Box	2,161	9.7%	92
Fast food/drive-in last 6 months: KFC	6,250	28.1%	103
Fast food/drive-in last 6 months: Little Caesars	1,921	8.6%	118
Fast food/drive-in last 6 months: Long John Silver's	1,589	7.2%	114
Fast food/drive-in last 6 months: McDonald's	12,936	58.2%	105
Fast food/drive-in last 6 months: Panera Bread	2,218	10.0%	102
Fast food/drive-in last 6 months: Papa John's	2,250	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	5,346	24.1%	110
Fast food/drive-in last 6 months: Popeyes	1,447	6.5%	89
Fast food/drive-in last 6 months: Quiznos	2,149	9.7%	106
Fast food/drive-in last 6 months: Sonic Drive-In	2,976	13.4%	114
Fast food/drive-in last 6 months: Starbucks	3,173	14.3%	95
Fast food/drive-in last 6 months: Steak n Shake	1,387	6.2%	124
Fast food/drive-in last 6 months: Subway	7,654	34.4%	109
Fast food/drive-in last 6 months: Taco Bell	7,813	35.2%	110
Fast food/drive-in last 6 months: Wendy's	7,615	34.3%	111
Fast food/drive-in last 6 months: Whataburger	1,151	5.2%	106
Fast food/drive-in last 6 months: White Castle	853	3.8%	96
Fast food/drive-in last 6 months: eat in	8,377	37.7%	100
Fast food/drive-in last 6 months: home delivery	2,481	11.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	12,780	57.5%	110
Fast food/drive-in last 6 months: take-out/walk-in	5,248	23.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

Longitude: -84.1501

Total	100.1%	6.1%	1641
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Horizontal bar chart showing the percentage of households by Tapestry Segment for three categories: 41. Crossroads, 07. Exurbanites, and 18. Cozy and Comfortable. The x-axis represents the Percent of Households by Tapestry Segment, ranging from 0 to 50. Each category has a blue bar and a green bar.

Category	Blue Bar (%)	Green Bar (%)
41. Crossroads	~1.5	~3.5
07. Exurbanites	~2.5	~43.5
18. Cozy and Comfortable	~2.0	~52.0

Source: Esri



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

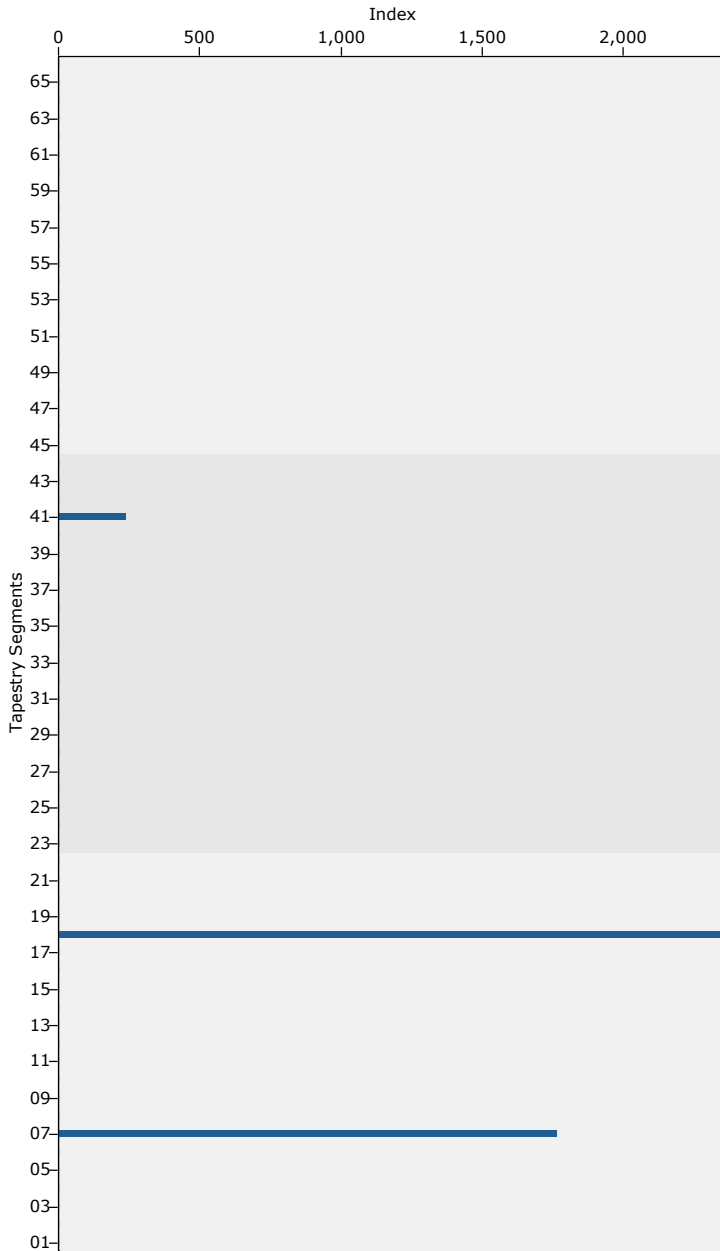
Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

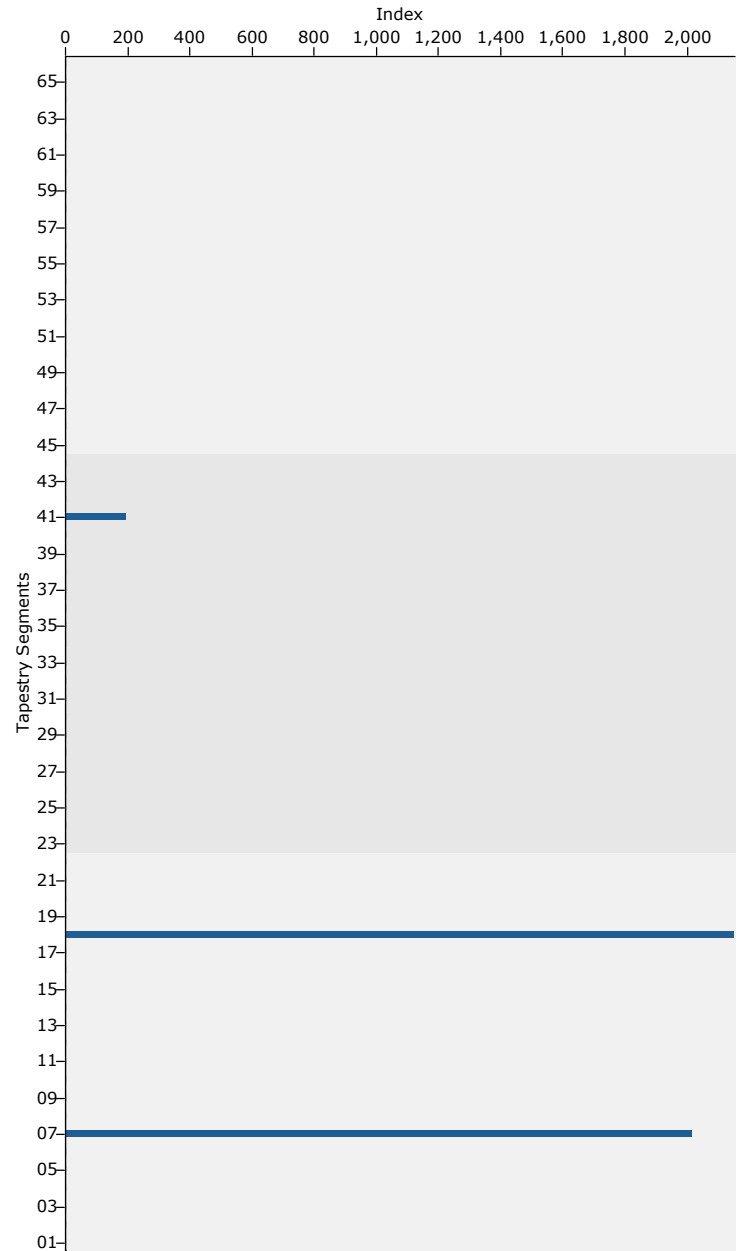
www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	283	100.0%		922	100.0%	
L1. High Society	123	43.5%	346	456	49.5%	362
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	123	43.5%	1766	456	49.4%	2020
L2. Upscale Avenues	150	53.0%	400	438	47.5%	363
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	150	53.0%	2371	438	47.5%	2154
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	283	100.0%		922	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	10	3.5%	41	28	3.0%	35
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	10	3.6%	246	28	3.1%	199
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	283	100.0%		922	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	283	100.0%		922	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	123	43.5%	269	456	49.5%	298
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	123	43.5%	1766	456	49.4%	2020
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	150	53.0%	590	438	47.5%	570
18 Cozy and Comfortable	150	53.0%	2371	438	47.5%	2154
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	10	3.5%	76	28	3.0%	69
41 Crossroads	10	3.6%	246	28	3.1%	199
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

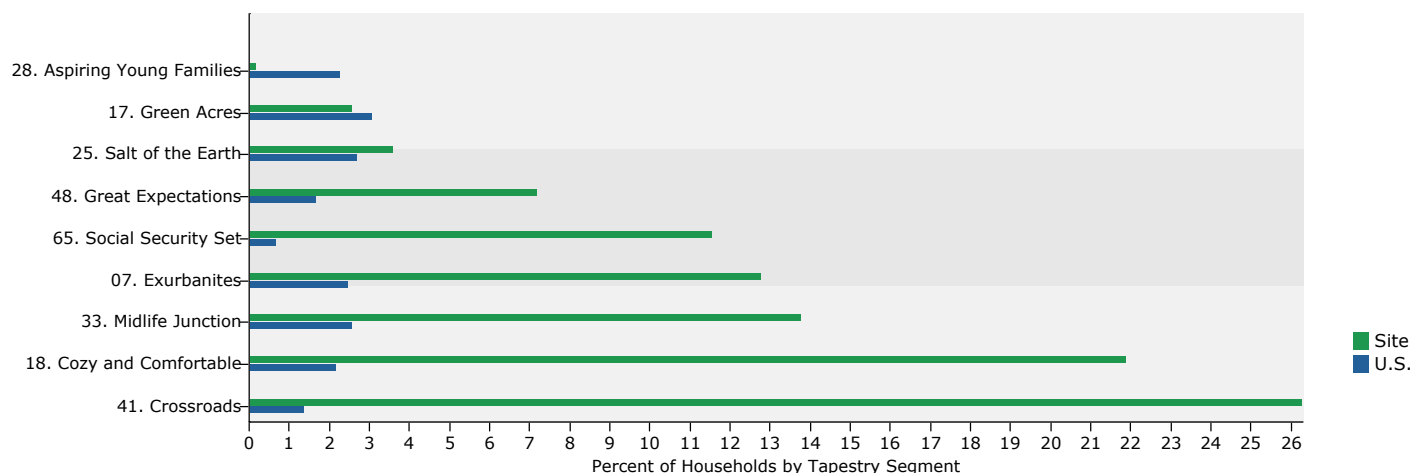
www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	41. Crossroads	26.3%	26.3%	1.4%	1.4%	1879
2	18. Cozy and Comfortable	21.9%	48.2%	2.2%	3.6%	995
3	33. Midlife Junction	13.8%	62.0%	2.6%	6.2%	531
4	07. Exurbanites	12.8%	74.8%	2.5%	8.7%	512
5	65. Social Security Set	11.6%	86.4%	0.7%	9.4%	1,657
Subtotal		86.4%		9.4%		
6	48. Great Expectations	7.2%	93.6%	1.7%	11.1%	424
7	25. Salt of the Earth	3.6%	97.2%	2.7%	13.8%	133
8	17. Green Acres	2.6%	99.8%	3.1%	16.9%	84
9	28. Aspiring Young Families	0.2%	100.0%	2.3%	19.2%	9
Subtotal		13.6%		9.8%		
Total		100.0%		19.2%		521

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

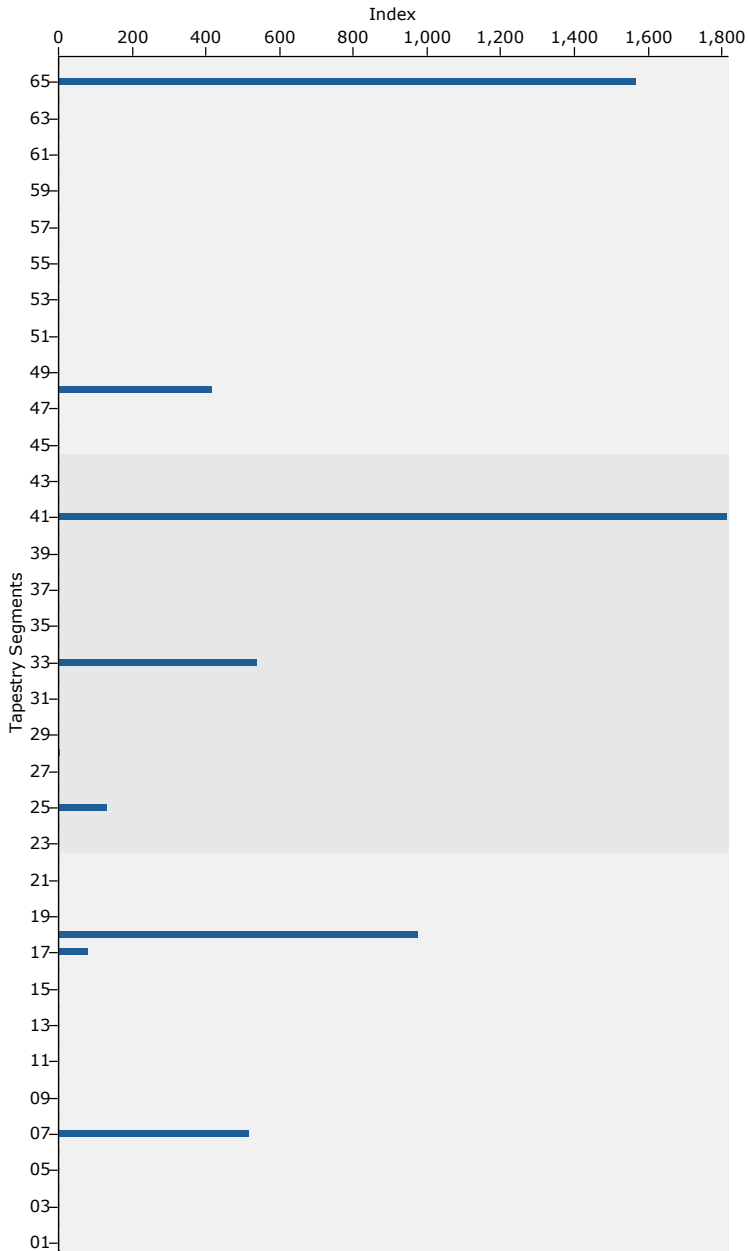
Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

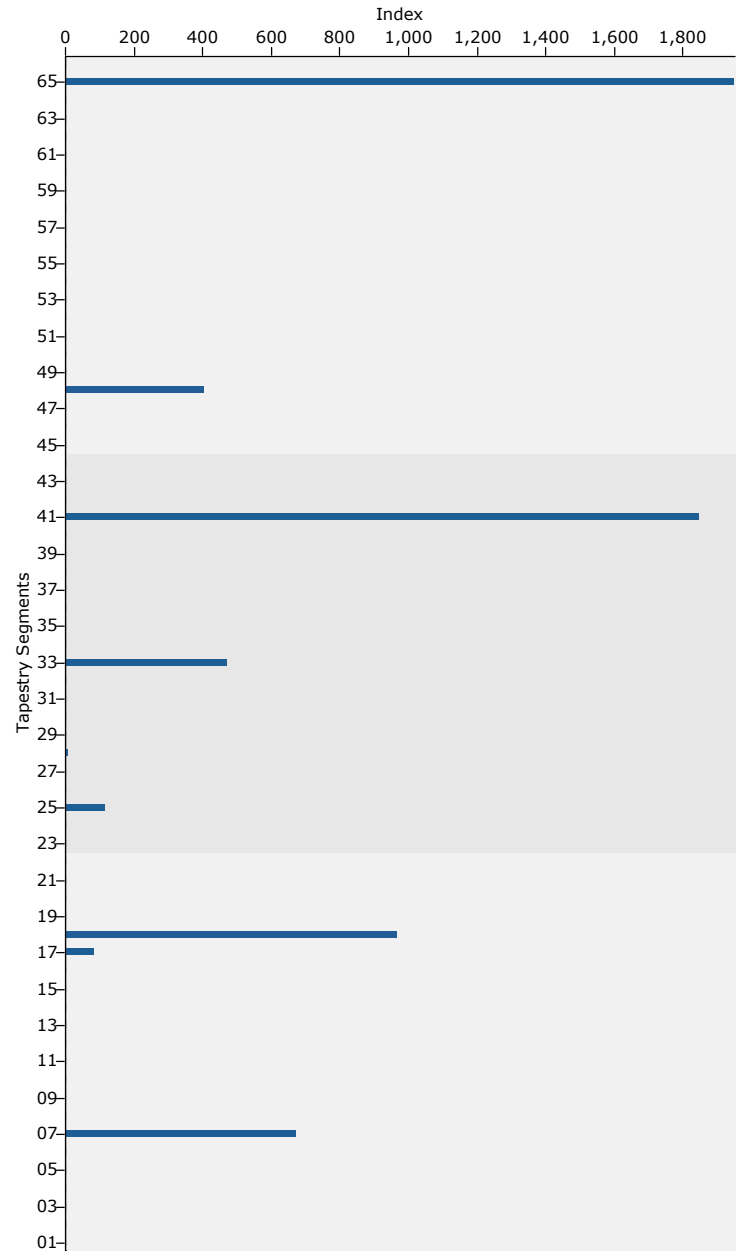
www.clermontcountyohio.biz

Latitude: 39.08345
Longitude: -84.1501

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,649	100.0%		10,242	100.0%	
L1. High Society	468	12.8%	102	1,693	16.5%	121
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	468	12.8%	521	1,693	16.5%	676
L2. Upscale Avenues	893	24.5%	185	2,468	24.1%	184
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	94	2.6%	84	281	2.7%	86
18 Cozy and Comfortable	799	21.9%	980	2,187	21.4%	969
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	424	11.6%	92	1,072	10.5%	98
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	424	11.6%	1570	1,072	10.5%	1952
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 3 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,649	100.0%		10,242	100.0%	
L7. High Hopes	269	7.4%	182	670	6.5%	170
28 Aspiring Young Families	7	0.2%	8	27	0.3%	11
48 Great Expectations	262	7.2%	422	643	6.3%	406
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	505	13.8%	171	1,105	10.8%	140
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	505	13.8%	542	1,105	10.8%	474
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	131	3.6%	38	318	3.1%	33
25 Salt of the Earth	131	3.6%	135	318	3.1%	118
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	959	26.3%	304	2,916	28.5%	332
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	959	26.3%	1817	2,916	28.5%	1852
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,649	100.0%		10,242	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	424	11.6%	242	1,072	10.5%	192
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	424	11.6%	1570	1,072	10.5%	1952
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	7	0.2%	2	27	0.3%	3
28 Aspiring Young Families	7	0.2%	8	27	0.3%	11
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	262	7.2%	69	643	6.3%	56
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	262	7.2%	422	643	6.3%	406

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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	Number	Percent	Index	Number	Percent	Index
Total:	3,649	100.0%		10,242	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	468	12.8%	79	1,693	16.5%	100
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	468	12.8%	521	1,693	16.5%	676
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,304	35.7%	398	3,292	32.1%	385
18 Cozy and Comfortable	799	21.9%	980	2,187	21.4%	969
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	505	13.8%	542	1,105	10.8%	474
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	959	26.3%	568	2,916	28.5%	651
41 Crossroads	959	26.3%	1817	2,916	28.5%	1852
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	225	6.2%	58	599	5.8%	55
17 Green Acres	94	2.6%	84	281	2.7%	86
25 Salt of the Earth	131	3.6%	135	318	3.1%	118
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Tapestry Segmentation Area Profile

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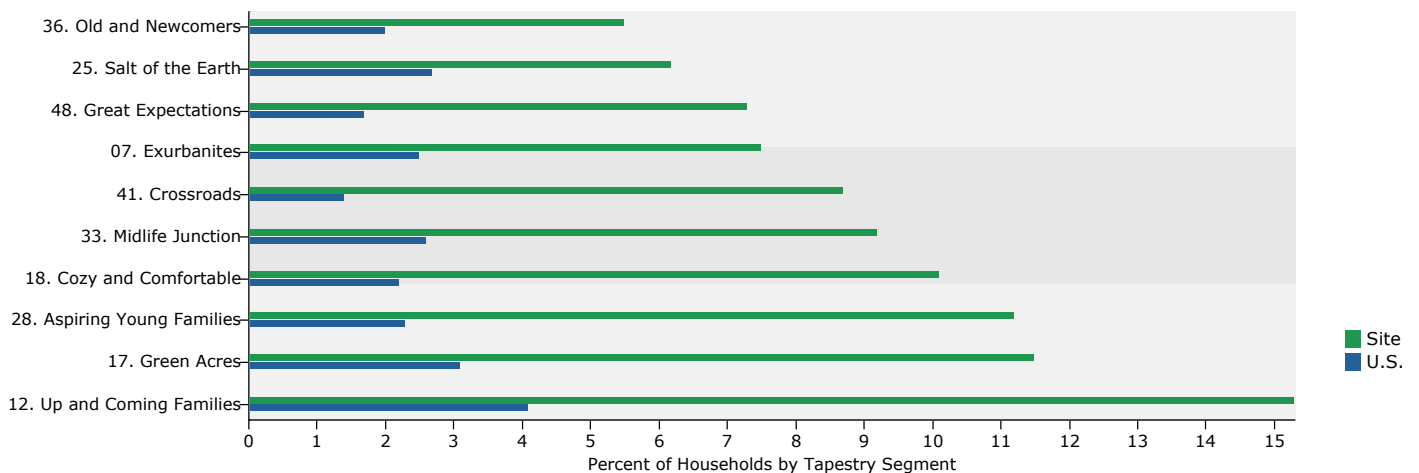
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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	15.3%	15.3%	4.1%	4.1%	373
2	17. Green Acres	11.5%	26.8%	3.1%	7.2%	371
3	28. Aspiring Young Families	11.2%	38.0%	2.3%	9.5%	487
4	18. Cozy and Comfortable	10.1%	48.1%	2.2%	11.7%	459
5	33. Midlife Junction	9.2%	57.3%	2.6%	14.3%	354
Subtotal		57.3%		14.3%		
6	41. Crossroads	8.7%	66.0%	1.4%	15.7%	621
7	07. Exurbanites	7.5%	73.5%	2.5%	18.2%	300
8	48. Great Expectations	7.3%	80.8%	1.7%	19.9%	429
9	25. Salt of the Earth	6.2%	87.0%	2.7%	22.6%	230
10	36. Old and Newcomers	5.5%	92.5%	2.0%	24.6%	275
Subtotal		35.2%		10.3%		
11	65. Social Security Set	5.1%	97.6%	0.7%	25.3%	729
12	39. Young and Restless	2.4%	100.0%	1.5%	26.8%	160
Subtotal		7.5%		2.2%		
Total		100.0%		26.8%		373

Top Ten Tapestry Segments Site vs. U.S.



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April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

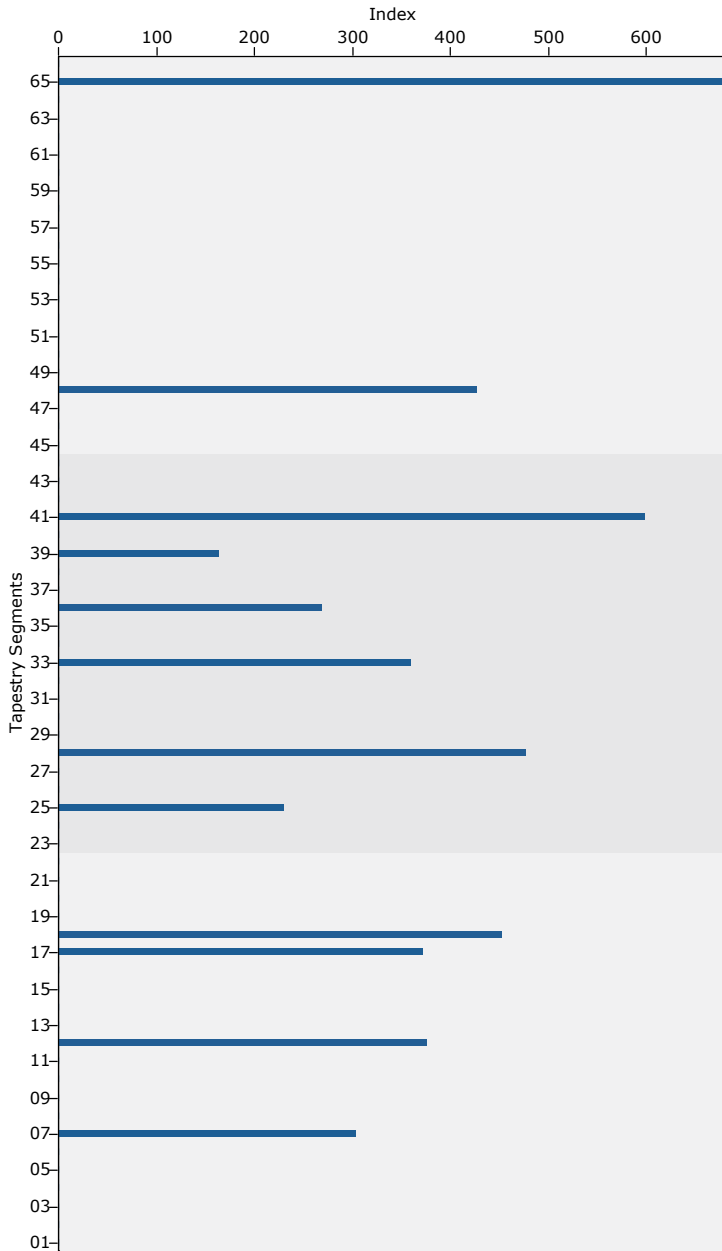
Tapestry Segmentation Area Profile

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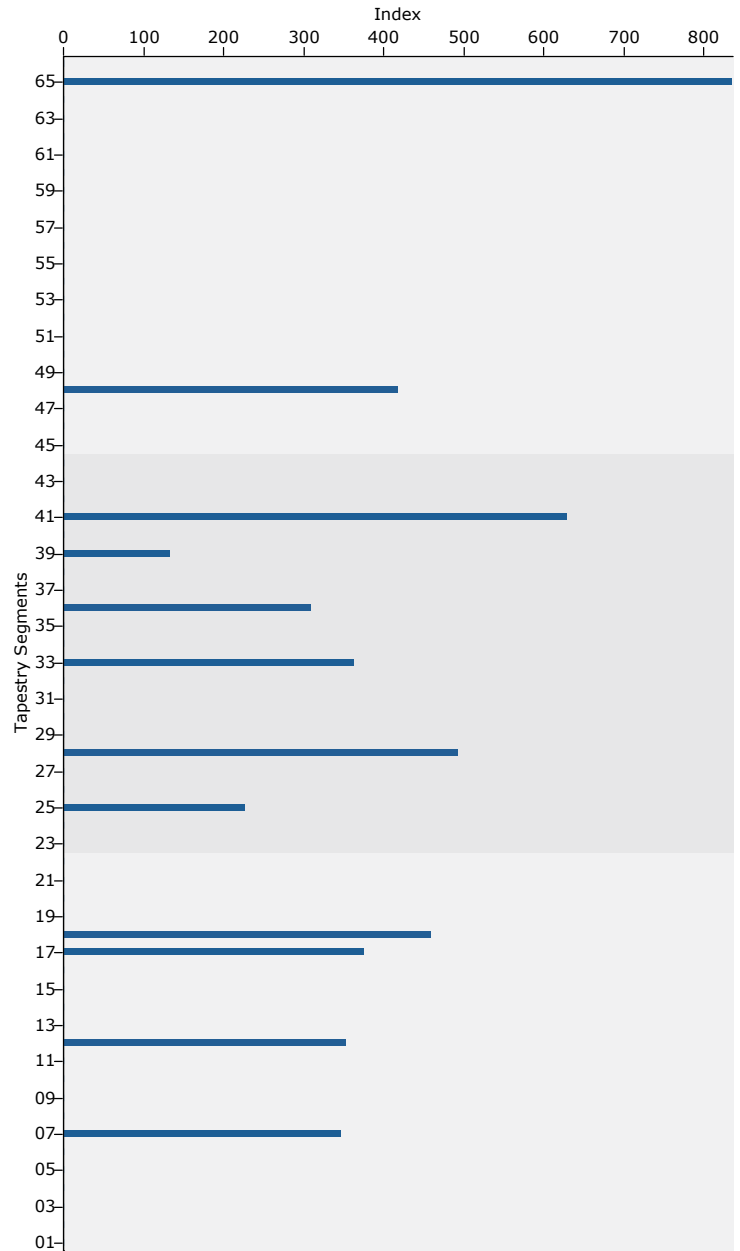
www.clermontcountyohio.biz

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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry LifeMode Groups		2011 Households			2011 Population		
		Number	Percent	Index	Number	Percent	Index
Total:		11,063	100.0%		30,163	100.0%	
L1. High Society		829	7.5%	60	2,564	8.5%	62
01 Top Rung		0	0.0%	0	0	0.0%	0
02 Suburban Splendor		0	0.0%	0	0	0.0%	0
03 Connoisseurs		0	0.0%	0	0	0.0%	0
04 Boomburbs		0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs		0	0.0%	0	0	0.0%	0
06 Sophisticated Squires		0	0.0%	0	0	0.0%	0
07 Exurbanites		829	7.5%	304	2,564	8.5%	348
L2. Upscale Avenues		2,397	21.7%	164	6,683	22.2%	169
09 Urban Chic		0	0.0%	0	0	0.0%	0
10 Pleasant-Ville		0	0.0%	0	0	0.0%	0
11 Pacific Heights		0	0.0%	0	0	0.0%	0
13 In Style		0	0.0%	0	0	0.0%	0
16 Enterprising Professionals		0	0.0%	0	0	0.0%	0
17 Green Acres		1,277	11.5%	374	3,621	12.0%	378
18 Cozy and Comfortable		1,120	10.1%	453	3,062	10.2%	461
L3. Metropolis		0	0.0%	0	0	0.0%	0
20 City Lights		0	0.0%	0	0	0.0%	0
22 Metropolitans		0	0.0%	0	0	0.0%	0
45 City Strivers		0	0.0%	0	0	0.0%	0
51 Metro City Edge		0	0.0%	0	0	0.0%	0
54 Urban Rows		0	0.0%	0	0	0.0%	0
62 Modest Income Homes		0	0.0%	0	0	0.0%	0
L4. Solo Acts		876	7.9%	108	1,955	6.5%	117
08 Laptops and Lattes		0	0.0%	0	0	0.0%	0
23 Trendsetters		0	0.0%	0	0	0.0%	0
27 Metro Renters		0	0.0%	0	0	0.0%	0
36 Old and Newcomers		607	5.5%	270	1,482	4.9%	310
39 Young and Restless		269	2.4%	165	473	1.6%	135
L5. Senior Styles		559	5.1%	40	1,351	4.5%	42
14 Prosperous Empty Nesters		0	0.0%	0	0	0.0%	0
15 Silver and Gold		0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees		0	0.0%	0	0	0.0%	0
30 Retirement Communities		0	0.0%	0	0	0.0%	0
43 The Elders		0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers		0	0.0%	0	0	0.0%	0
50 Heartland Communities		0	0.0%	0	0	0.0%	0
57 Simple Living		0	0.0%	0	0	0.0%	0
65 Social Security Set		559	5.1%	683	1,351	4.5%	836
L6. Scholars & Patriots		0	0.0%	0	0	0.0%	0
40 Military Proximity		0	0.0%	0	0	0.0%	0
55 College Towns		0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas		0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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	Number	Percent	Index	Number	Percent	Index
Total:	11,063	100.0%		30,163	100.0%	
L7. High Hopes	2,044	18.5%	457	5,376	17.8%	463
28 Aspiring Young Families	1,237	11.2%	478	3,423	11.3%	494
48 Great Expectations	807	7.3%	428	1,953	6.5%	418
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,696	15.3%	173	5,001	16.6%	159
12 Up and Coming Families	1,696	15.3%	377	5,001	16.6%	355
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	1,017	9.2%	114	2,501	8.3%	108
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,017	9.2%	360	2,501	8.3%	364
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	685	6.2%	66	1,814	6.0%	65
25 Salt of the Earth	685	6.2%	231	1,814	6.0%	229
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	960	8.7%	100	2,918	9.7%	113
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	960	8.7%	600	2,918	9.7%	629
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Total:	11,063	100.0%		30,163	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	559	5.1%	105	1,351	4.5%	82
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	5.1%	683	1,351	4.5%	836
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,113	19.1%	173	5,378	17.8%	177
28 Aspiring Young Families	1,237	11.2%	478	3,423	11.3%	494
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	607	5.5%	270	1,482	4.9%	310
39 Young and Restless	269	2.4%	165	473	1.6%	135
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	807	7.3%	70	1,953	6.5%	58
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	807	7.3%	428	1,953	6.5%	418

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 5 mile radius

www.clermontcountyohio.biz

Latitude: 39.08345

Longitude: -84.1501

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,063	100.0%		30,163	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	2,525	22.8%	141	7,565	25.1%	151
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	829	7.5%	304	2,564	8.5%	348
12 Up and Coming Families	1,696	15.3%	377	5,001	16.6%	355
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,137	19.3%	215	5,563	18.4%	221
18 Cozy and Comfortable	1,120	10.1%	453	3,062	10.2%	461
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	1,017	9.2%	360	2,501	8.3%	364
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	960	8.7%	187	2,918	9.7%	221
41 Crossroads	960	8.7%	600	2,918	9.7%	629
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	1,962	17.7%	166	5,435	18.0%	170
17 Green Acres	1,277	11.5%	374	3,621	12.0%	378
25 Salt of the Earth	685	6.2%	231	1,814	6.0%	229
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

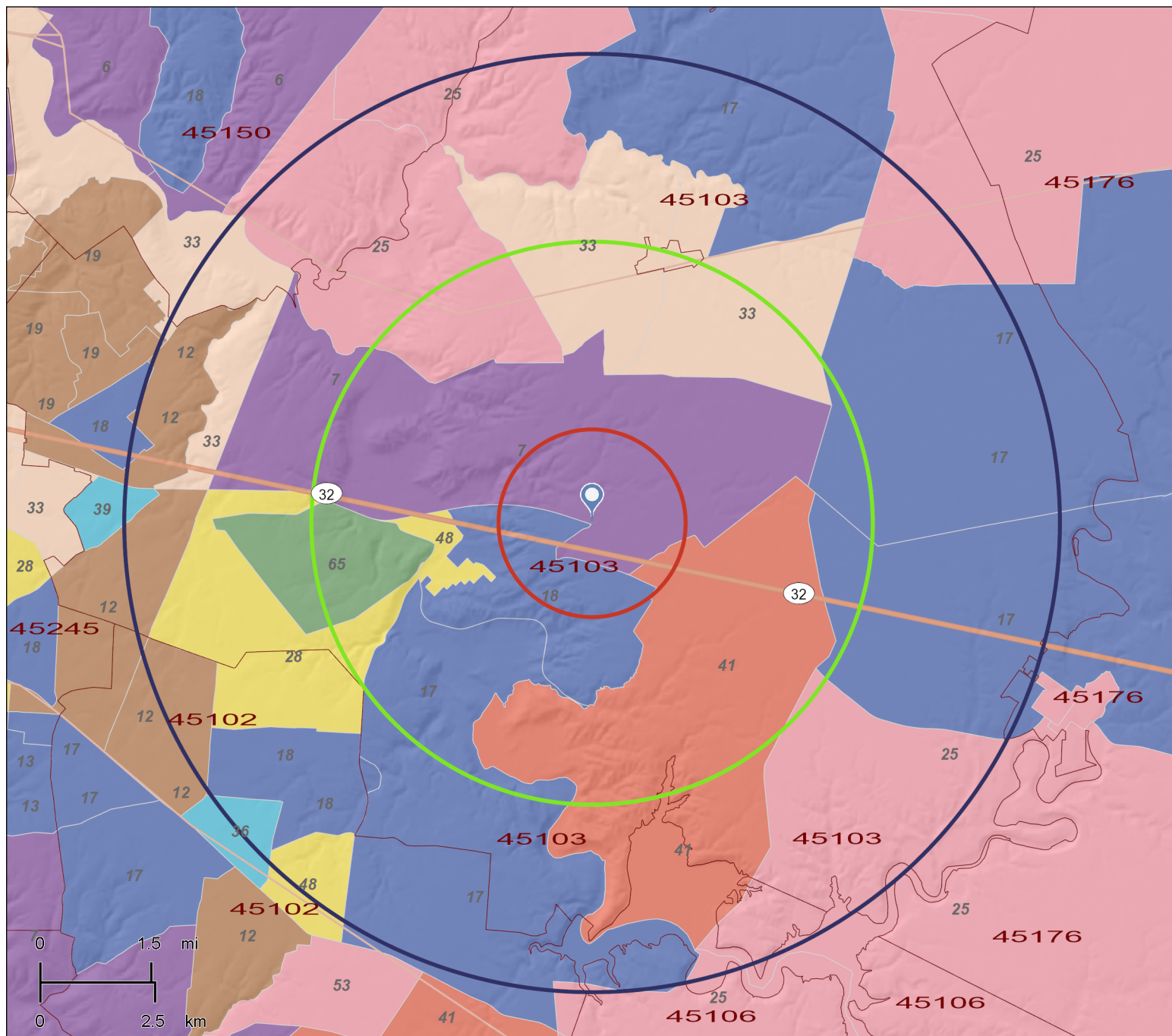
Dominant Tapestry Site Map

SR 32/Bauer Rd
2136 Bauer Rd, Batavia, OH, 45103
Ring: 1, 3, 5 Miles

www.clermontcountyohio.biz

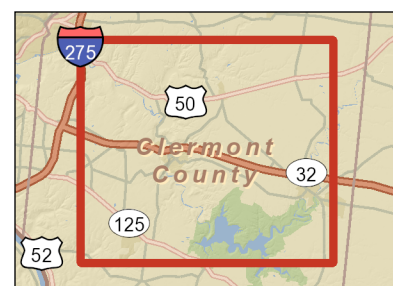
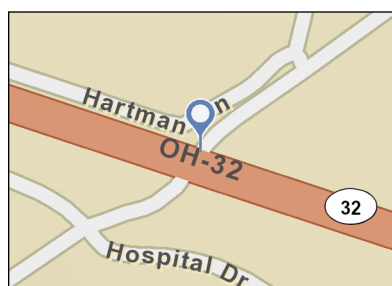
Latitude: 39.08345

Longitude: -84.1501



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

April 19, 2013

Made with Esri Business Analyst



Dominant Tapestry Site Map

SR 32/Bauer Rd
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Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

Source: Esri

April 19, 2013